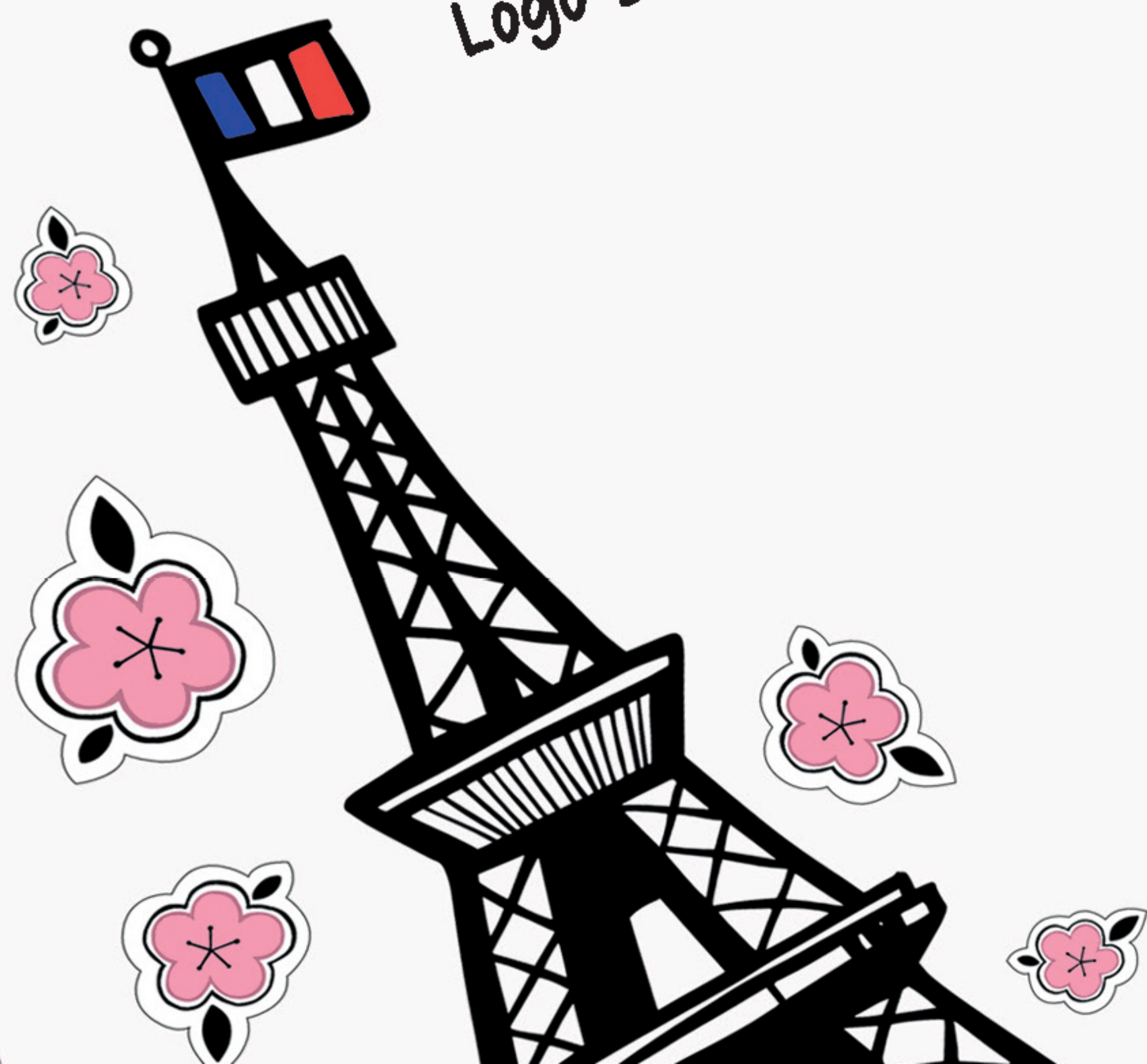


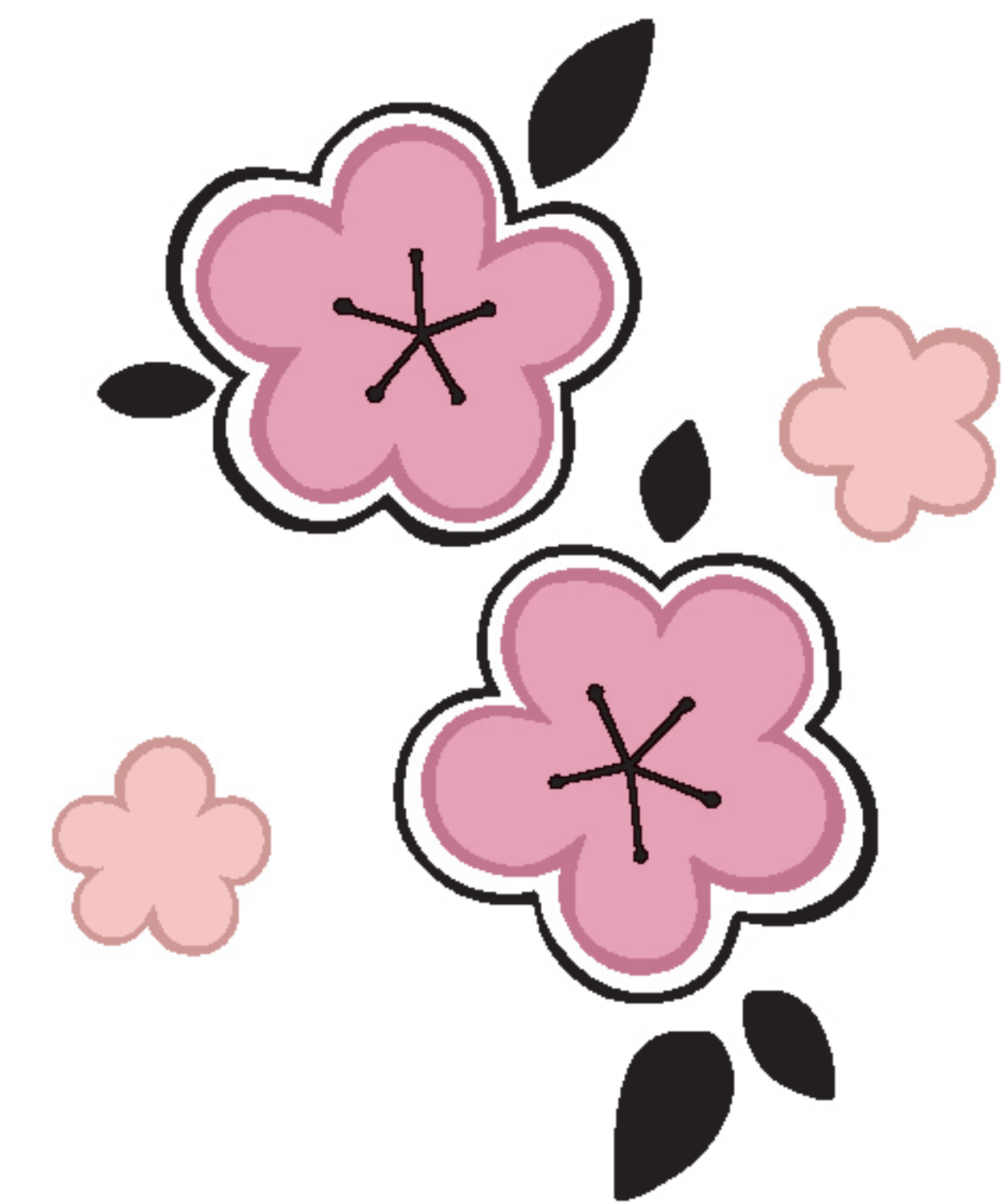
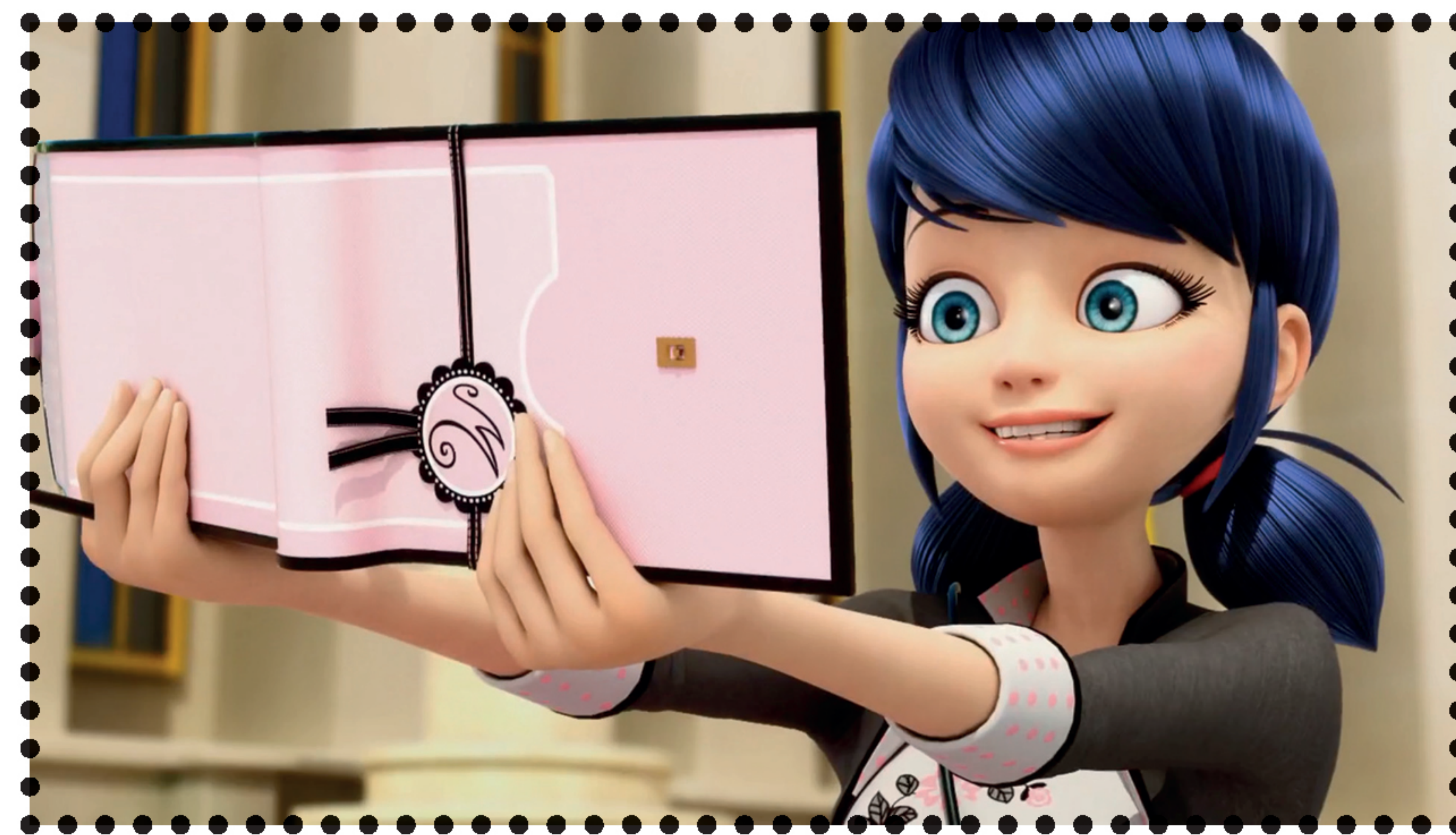
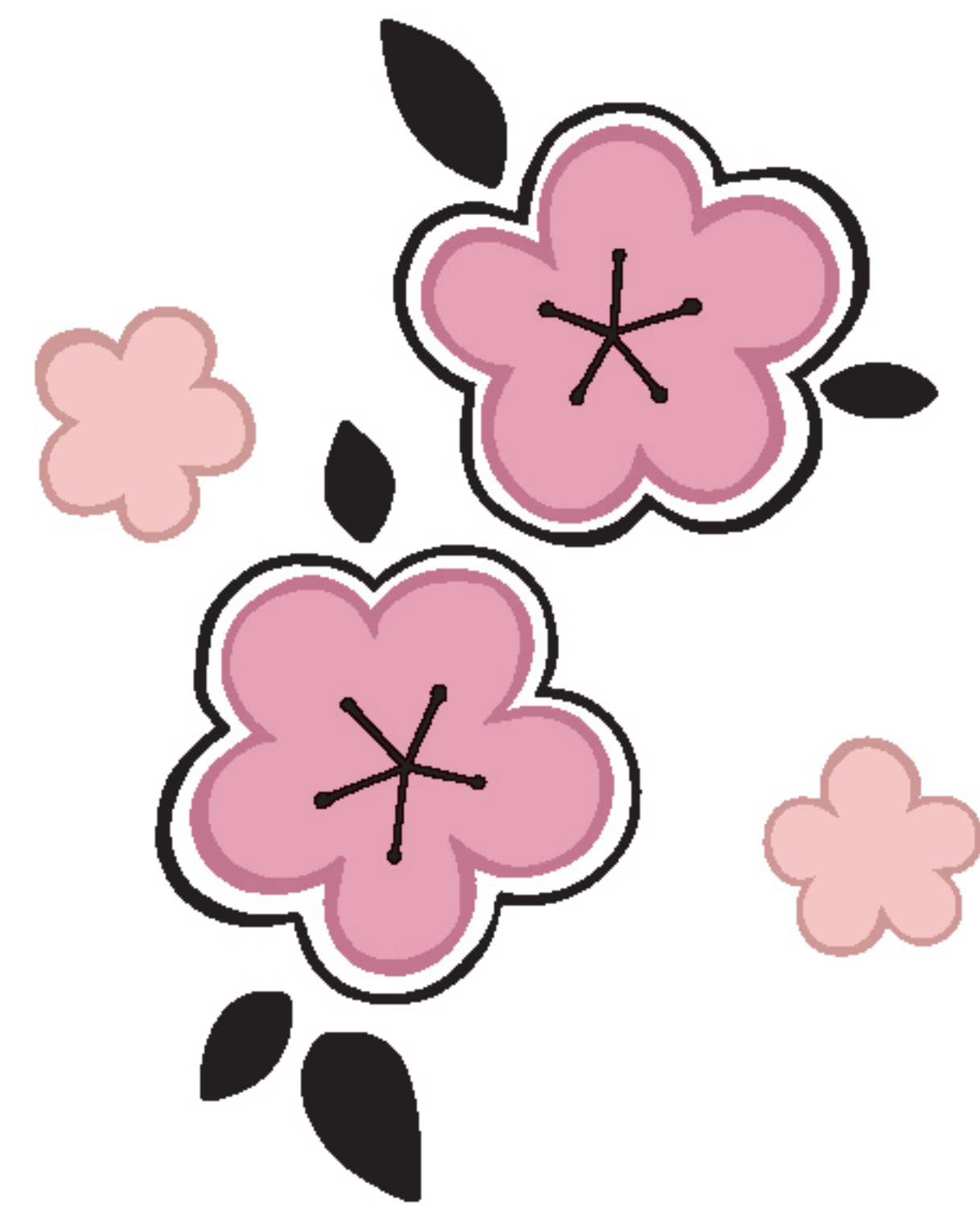


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Doodle away just like Marinette in MIRACULOUS™ – Tales of Ladybug & Cat Noir!



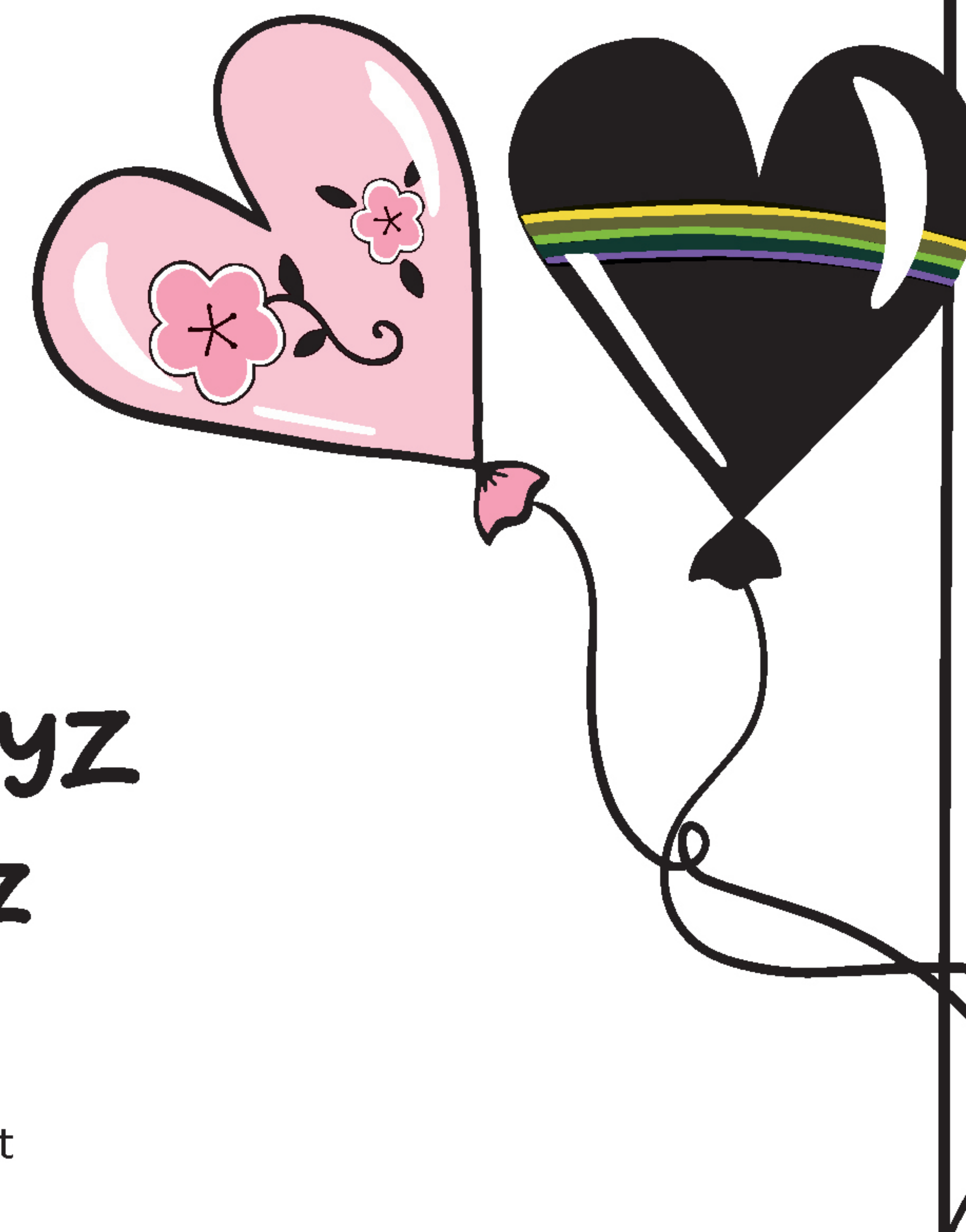
IN THIS MINI STYLE GUIDE, YOU'LL FIND NEW DESIGN ASSETS INCLUDING GRAPHICS, PATTERNS, AND BORDERS TO FUEL CONSUMER'S CREATIVITY AND IMAGINATION. USE THE GUIDE TO DEVELOP AND DESIGN CHARACTER AND LIFESTYLE BRANDED CONSUMER PRODUCTS.

Fonts AND Colors



FONTS

HAND-LETTERING IS IDEAL; ALL OF THE TYPOGRAPHY FOUND IN THIS GUIDE IS HAND-DRAWN. IF FONTS ARE USED, THEY SHOULD MAINTAIN A HAND-DRAWN QUALITY.



Nocturnal Hand:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FREE DOWNLOAD: <https://www.dafont.com/nocturnal-hand.font>

Tire Shop Demo Version:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FREE DOWNLOAD: <https://www.dafont.com/nocturnal-hand.font>

COLOR USAGE

GRAPHICS



USE BLACK AND WHITE DOODLES
+ 3D CHARACTER ART
FOR AN OLDER DEMOGRAPHIC



USE LIMITED POPS OF COLOR
+ 3D CHARACTER ART
FOR A YOUNGER DEMOGRAPHIC

CONSIDER ALTERNATIVE
PRINTING TECHNIQUES



BLACK CRYSTAL LINE/BABY GLITTER



COLOR SELECTIVE FOILING

NEW COLOR PALETTES

LADYBUG



CMYK: 5 96 80 22
PMS 1805 C



CMYK: 0 95 100 0
PMS 485 C



CMYK: 0 72 70 0
PMS 7416 C

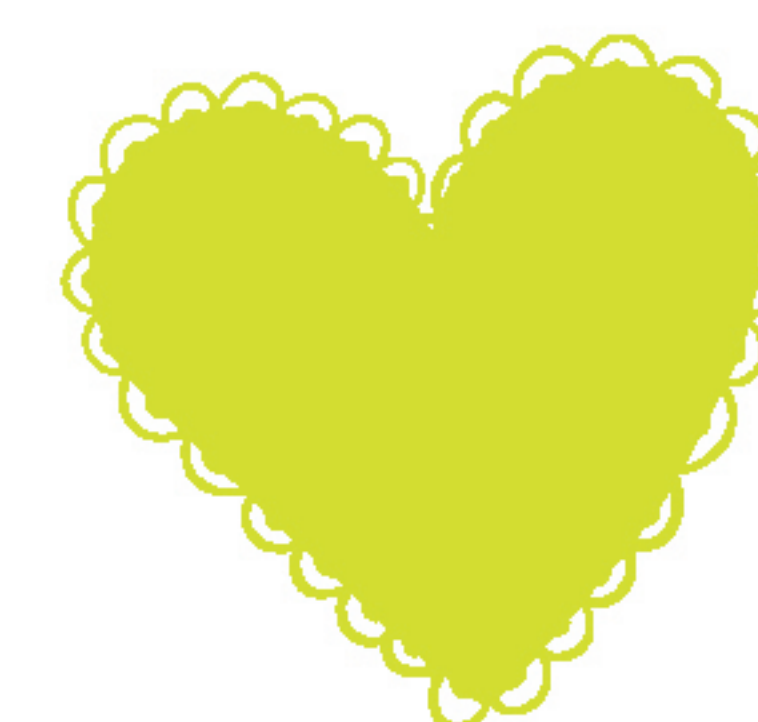
CAT NOIR



CMYK: 54 0 100 0
PMS 376 C



CMYK: 35 0 90 0
PMS 3507 C



CMYK: 10 0 95 0
PMS 396 C

RENA ROUGE



CMYK: 0 46 100 0
PMS 2013 C



CMYK: 0 60 100 0
PMS 151 C

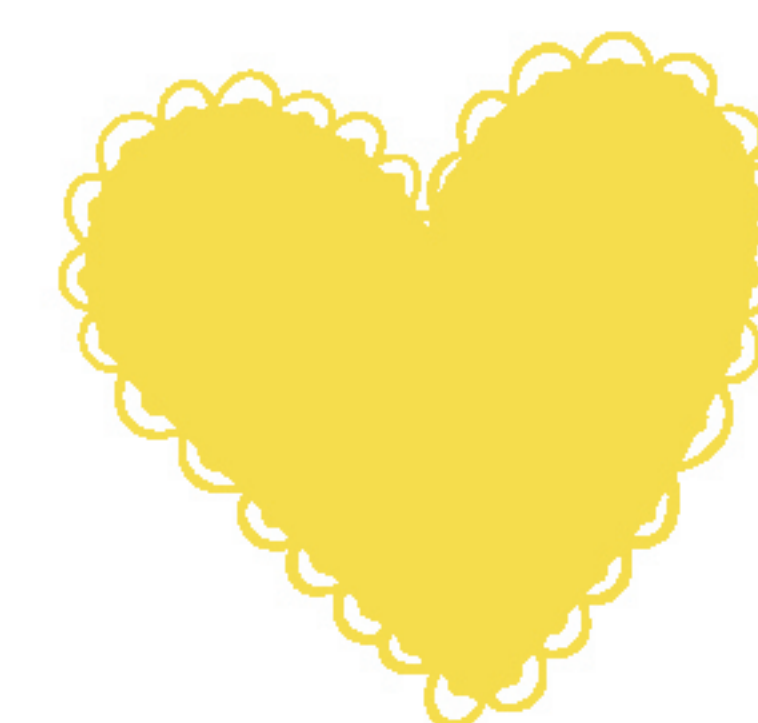


CMYK: 0 76 100 0
PMS 166 C

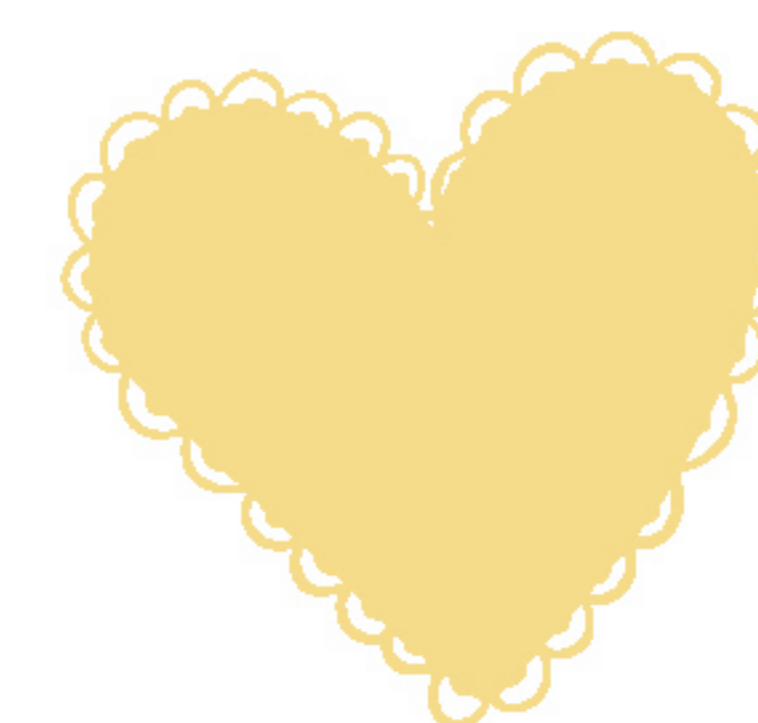
QUEEN BEE



CMYK: 0 20 100 2
PMS 7406 C



CMYK: 0 4 87 0
PMS 114 C



CMYK: 0 3 43 0
PMS 1205

NEW COLOR PALETTES



CMYK: 11 46 64 30
PMS 4645 C



CMYK: 11 6 64 13
PMS 617 C



CMYK: 79 30 63 80
PMS 560 C



CMYK: 73 7 51 6
PMS 2241 C



CMYK: 27 0 15 0
PMS 331 C



CMYK: 90 68 0 0
PMS 2728 C



CMYK: 9 100 64 48
PMS 202 C



CMYK: 5 77 100 15
PMS 167 C



CMYK: 100 69 8 54
PMS 295 C



CMYK: 70 76 0 0
PMS 2665 C



CMYK: 29 25 0 0
PMS 270 C



CMYK: 6 50 21 14
PMS 500 C



CMYK: 0 42 18 0
PMS 1765 C



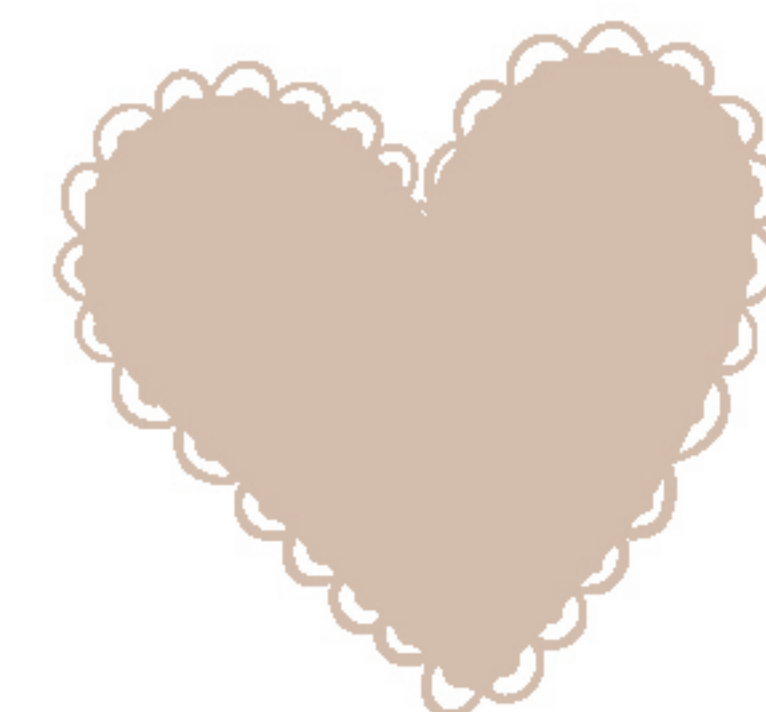
CMYK: 0 30 26 0
PMS 169 C



CMYK: 0 11 3 0
PMS 705 C



CMYK: 4 2 4 8
PMS COOL GRAY 1 C



CMYK: 4 17 21 7
PMS 482 C



CMYK: 16 11 11 27
PMS COOL GRAY 6 C



CMYK: 56 45 87 29
PMS 371 C

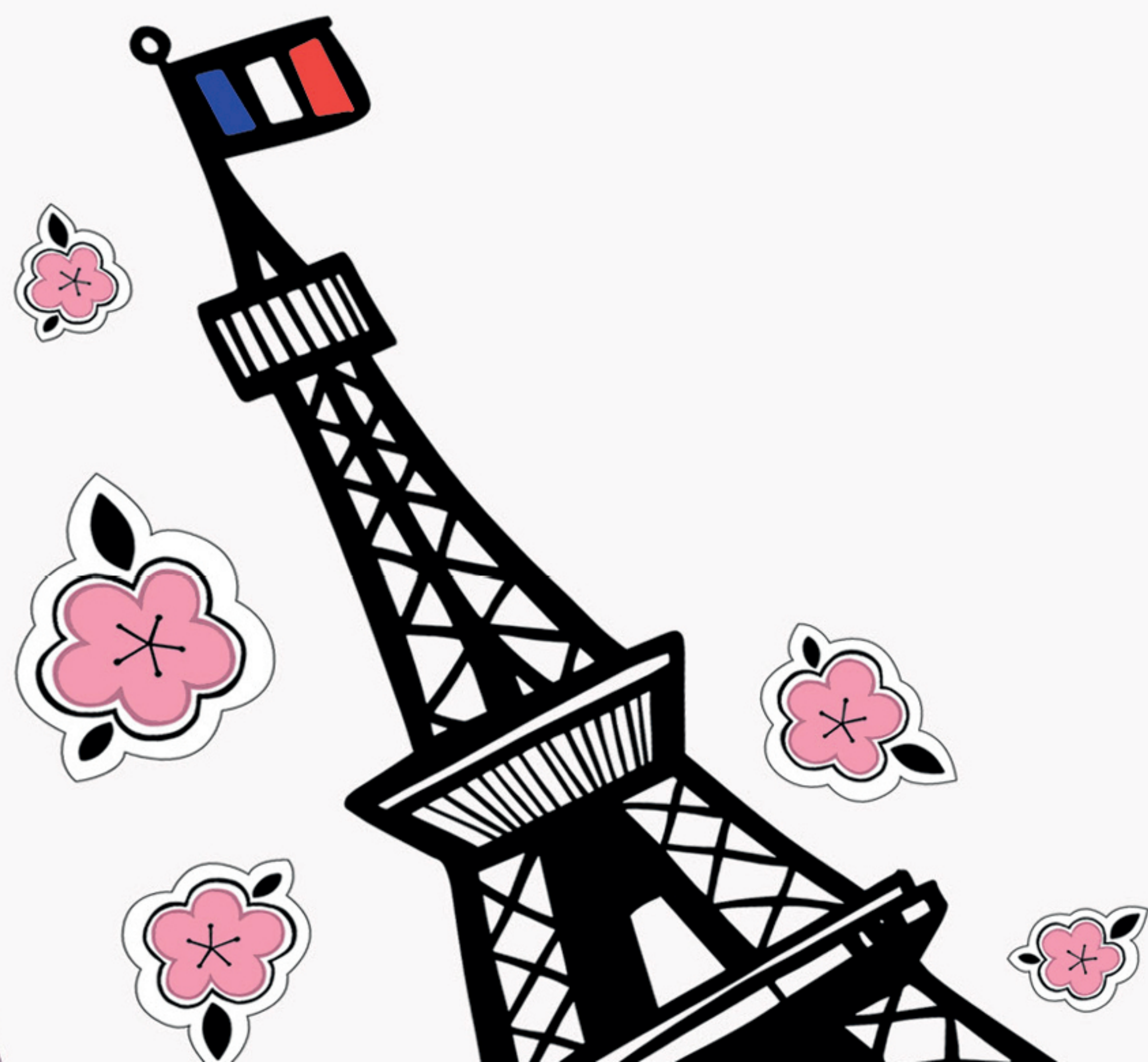


CMYK: 0 0 0 0
WHITE



CMYK: 63 62 59 94
PMS BLACK C

ICONS

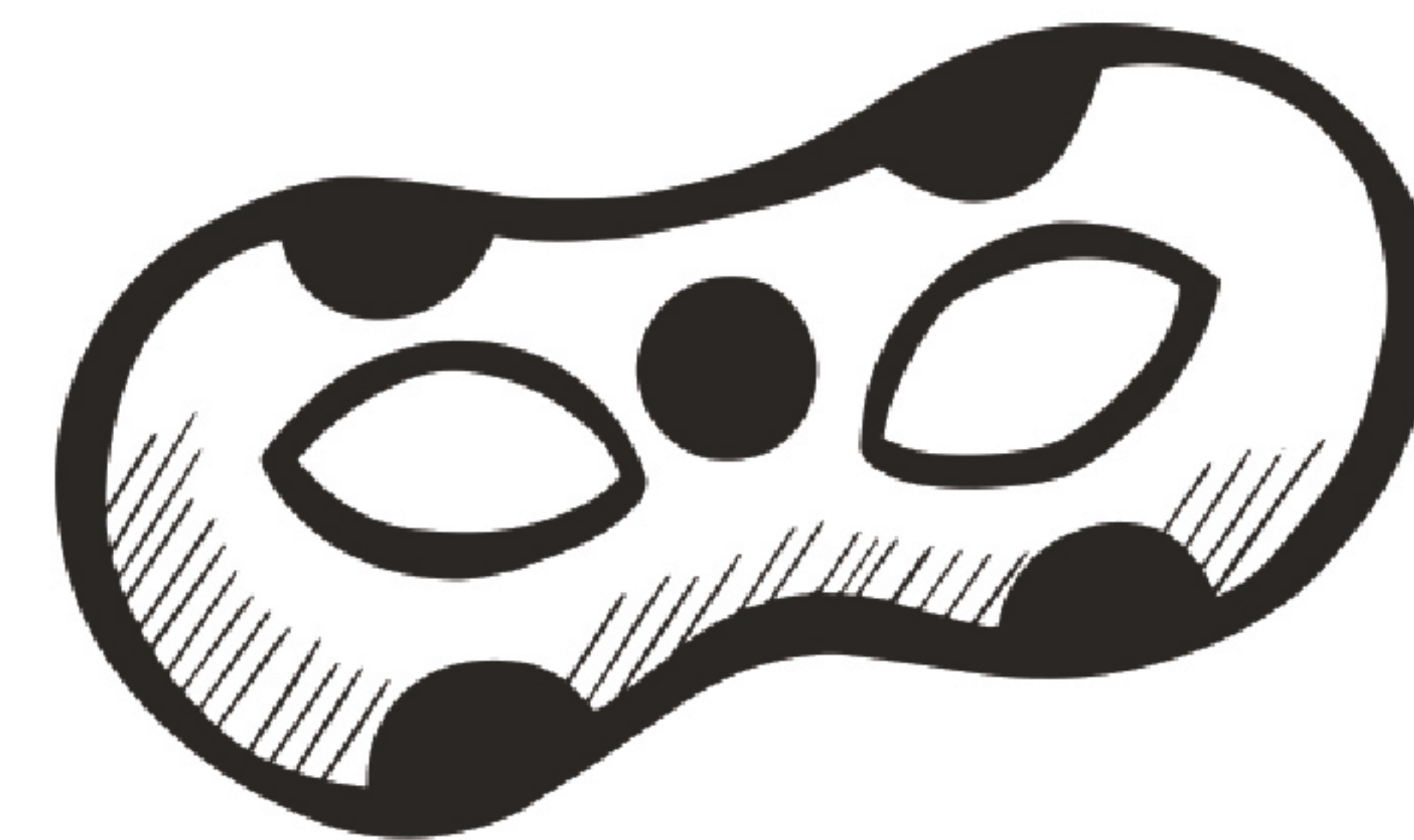


ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_01.ai



MIR_DOODLE_ICONS_LB_01_BW.ai

PLEASE NOTE:
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_02.ai



MIR_DOODLE_ICONS_LB_02_BW.ai

PLEASE NOTE:

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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG

BUG OUT!

MIR_DOODLE_ICONS_LB_03.ai

BUG OUT!

MIR_DOODLE_ICONS_LB_03_BW.ai

PLEASE NOTE:

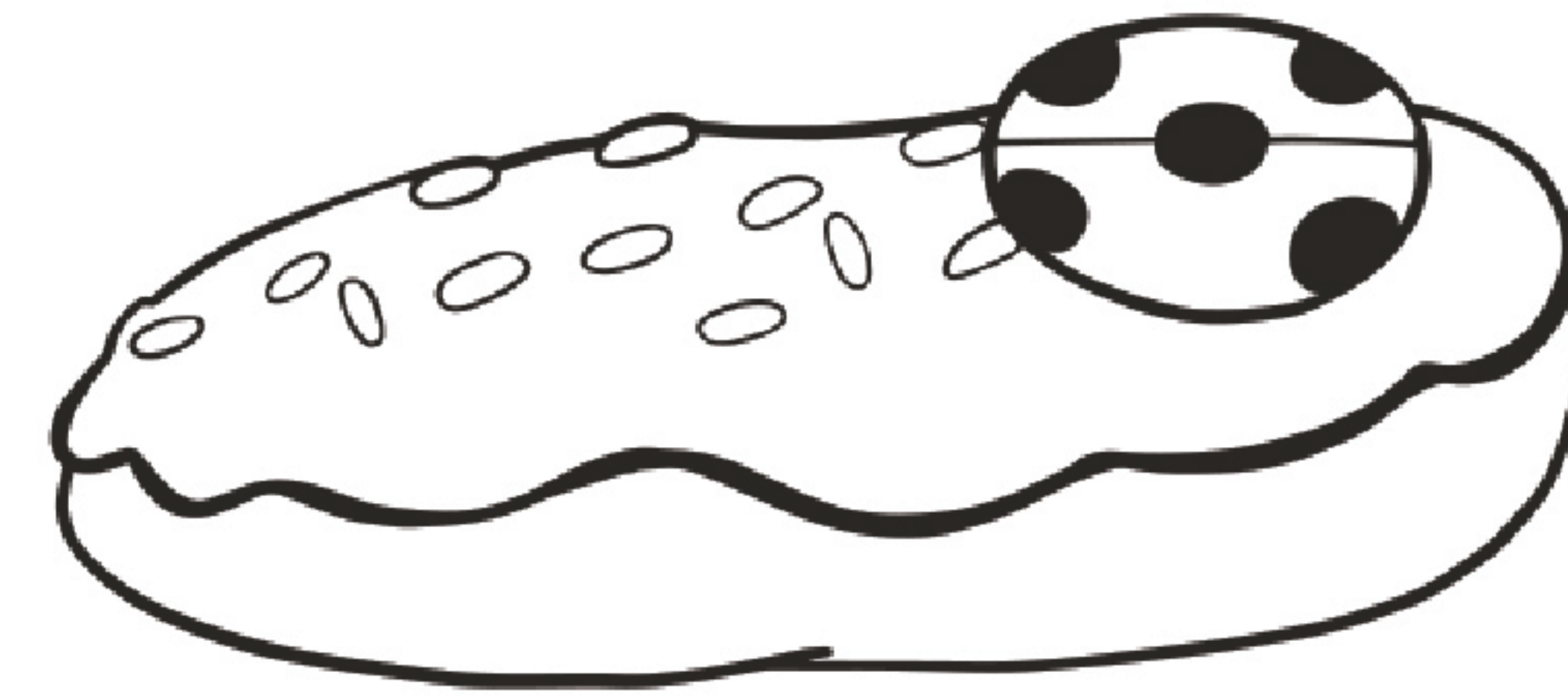
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_04.ai



MIR_DOODLE_ICONS_LB_04_BW.ai

PLEASE NOTE:
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_05.ai



MIR_DOODLE_ICONS_LB_05_BW.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG, RENA ROUGE AND/OR QUEEN BEE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG

SPOTS
on!

MIR_DOODLE_ICONS_LB_06.ai

SPOTS
on!

MIR_DOODLE_ICONS_LB_06_BW.ai

PLEASE NOTE:

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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_07.ai



MIR_DOODLE_ICONS_LB_07_BW.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG

THE
LUCKIEST!

MIR_DOODLE_ICONS_LB_08_A.ai

THE
LUCKIEST!

MIR_DOODLE_ICONS_LB_08_BW_A.ai

PLEASE NOTE:

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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_09.ai



MIR_DOODLE_ICONS_LB_09_BW.ai

PLEASE NOTE:

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ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_10.ai



MIR_DOODLE_ICONS_LB_10_BW.ai

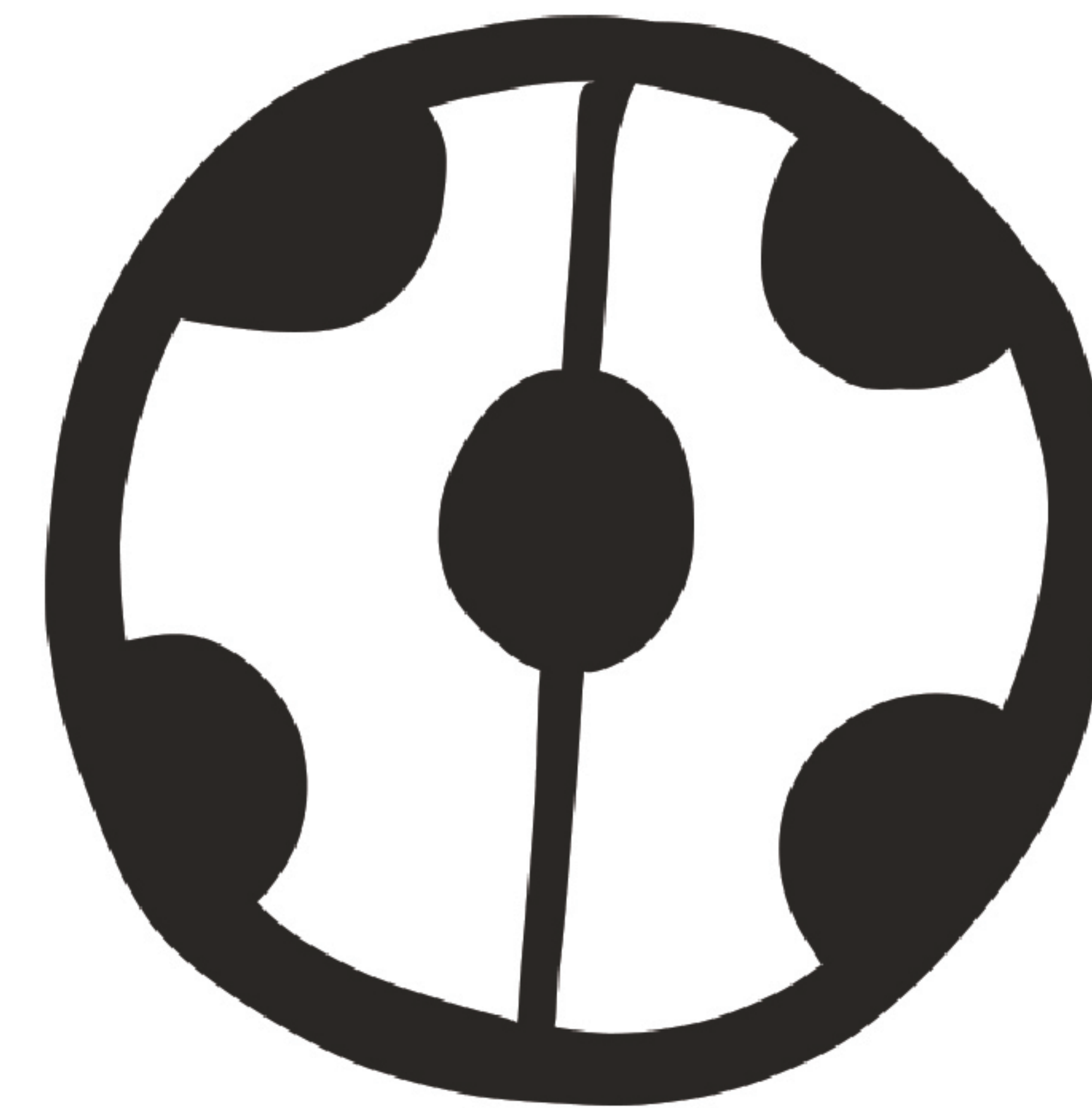
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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG



MIR_DOODLE_ICONS_LB_11.ai



MIR_DOODLE_ICONS_LB_11_BW.ai

PLEASE NOTE:
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG

ONLY TO BE USED IN CONJUNCTION WITH OTHER
LADYBUG ART. DO NOT USE THE ICON ALONE.

the
Luckiest

MIR_DOODLE_ICONS_LB_12.ai

ONLY TO BE USED IN CONJUNCTION WITH OTHER
LADYBUG ART. DO NOT USE THE ICON ALONE.

♥ STRONG ♥

MIR_DOODLE_ICONS_LB_13.ai

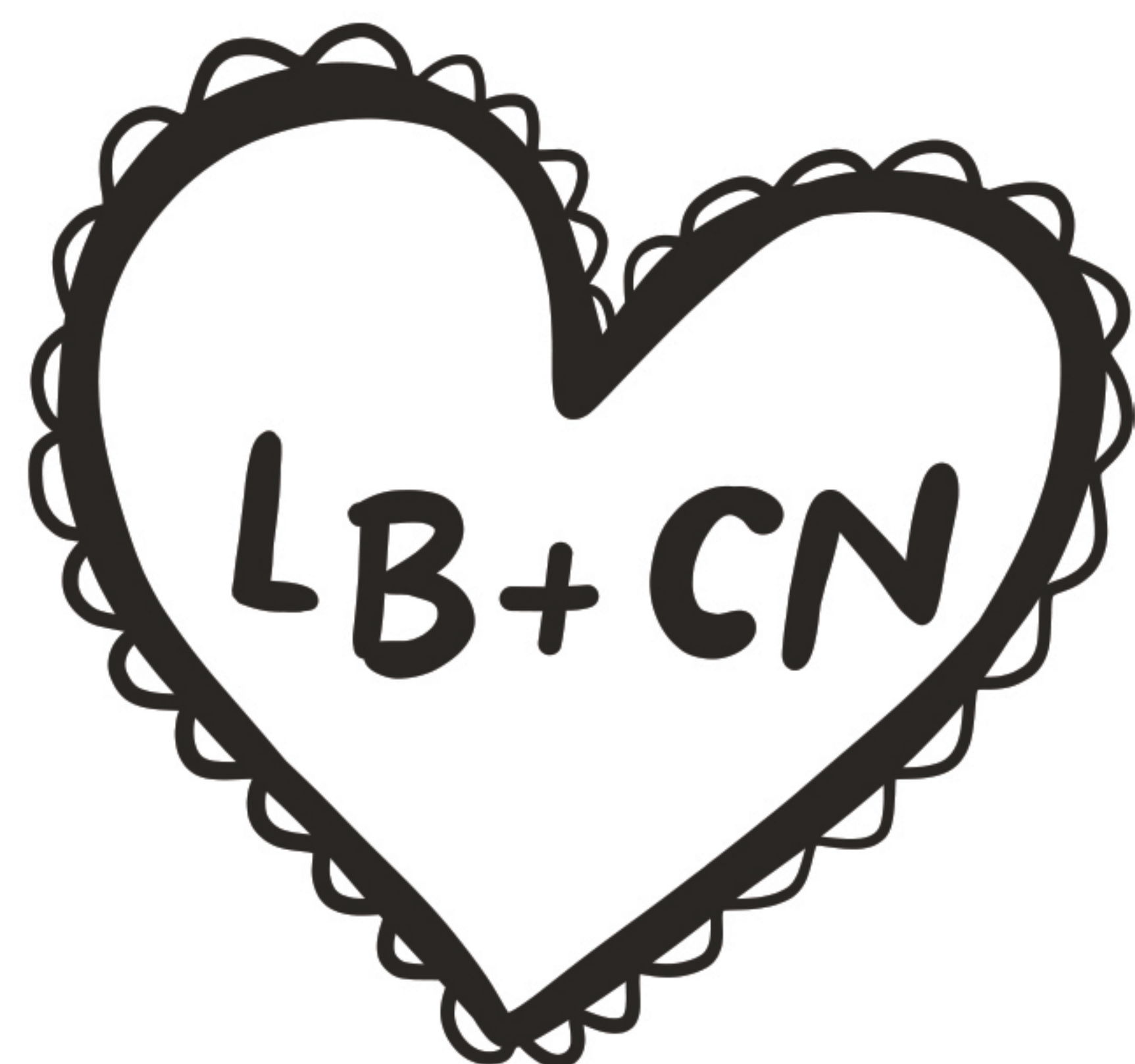
PLEASE NOTE:

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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG

ONLY TO BE USED IN CONJUNCTION WITH OTHER
LADYBUG ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_LB_14.ai

ONLY TO BE USED IN CONJUNCTION WITH OTHER
LADYBUG ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_LB_15.ai

PLEASE NOTE:

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ONLY **LADYBUG** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_01.ai



MIR_DOODLE_ICONS_CN_01_BW.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_02.ai



MIR_DOODLE_ICONS_CN_02_BW.ai

PLEASE NOTE:

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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_03.ai



MIR_DOODLE_ICONS_CN_03_BW.ai

PLEASE NOTE:
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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_04.ai



MIR_DOODLE_ICONS_CN_04_BW.ai

PLEASE NOTE:

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ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_05.ai



MIR_DOODLE_ICONS_CN_05_BW.ai

PLEASE NOTE:
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ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_06.ai



MIR_DOODLE_ICONS_CN_06_BW.ai

PLEASE NOTE:
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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR

I AM A 

MIR_DOODLE_ICONS_CN_07.ai

I AM A 

MIR_DOODLE_ICONS_CN_07_BW.ai

PLEASE NOTE:

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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



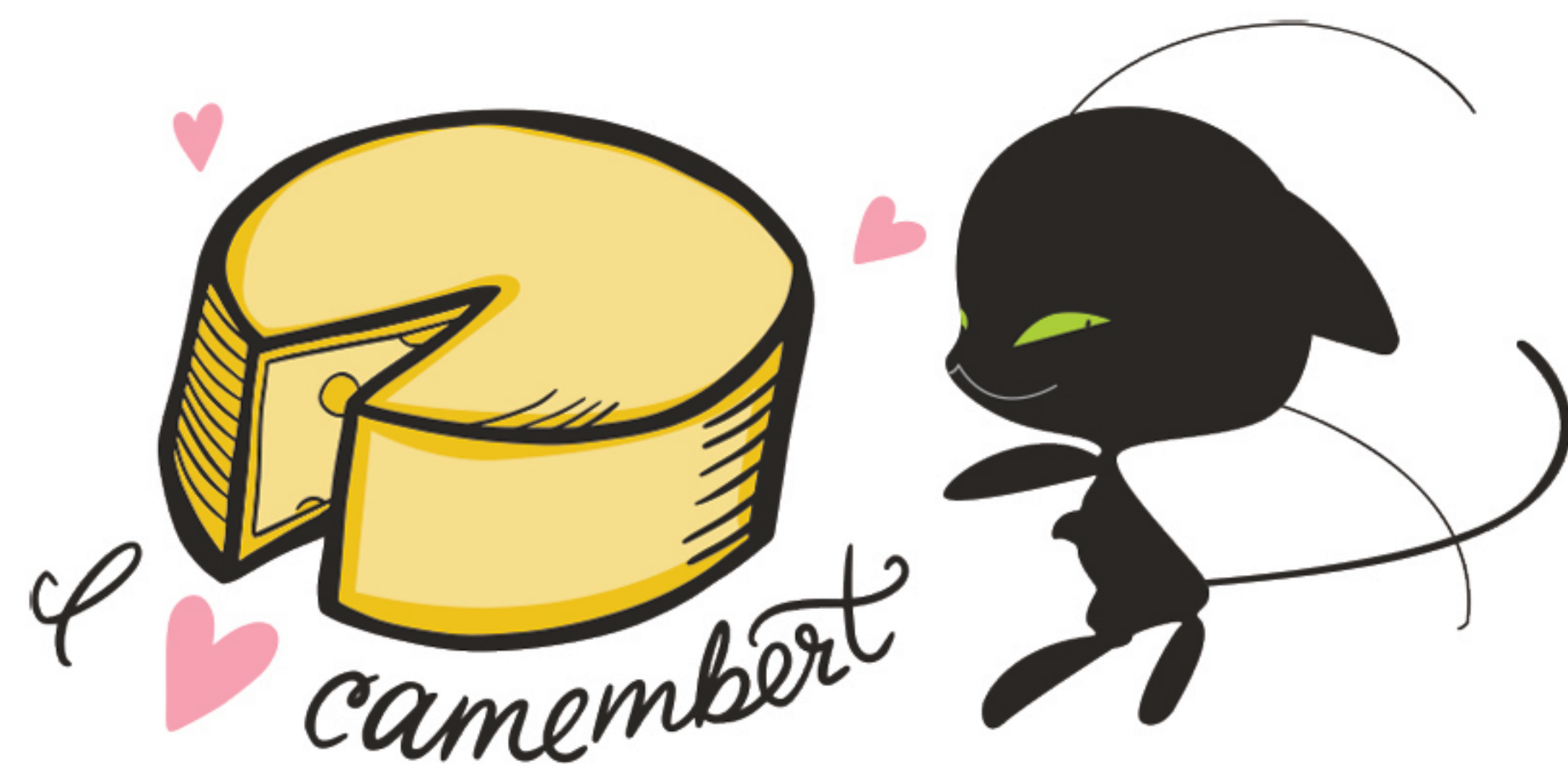
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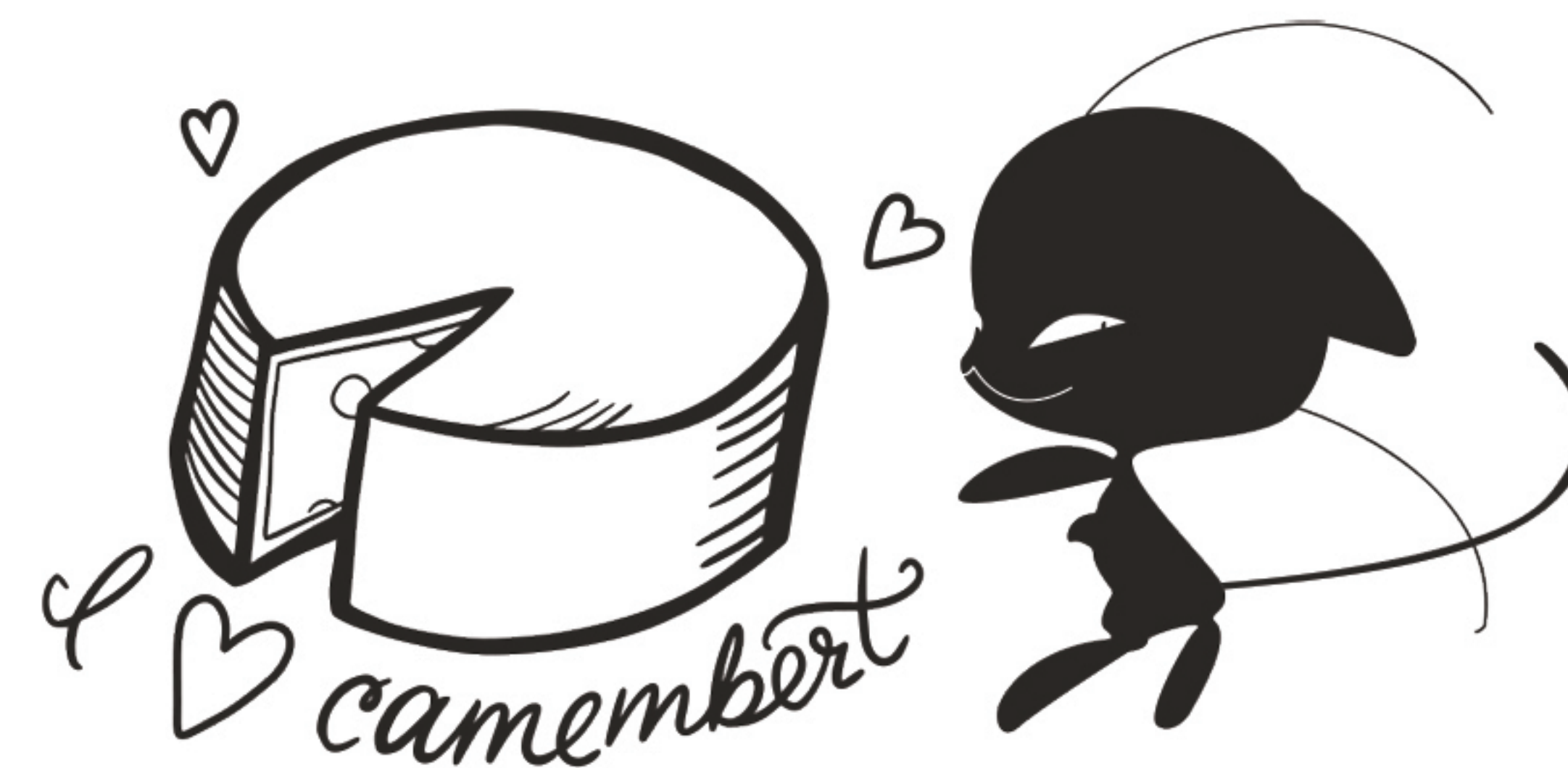
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICON ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_09.ai



MIR_DOODLE_ICONS_CN_09_BW.ai

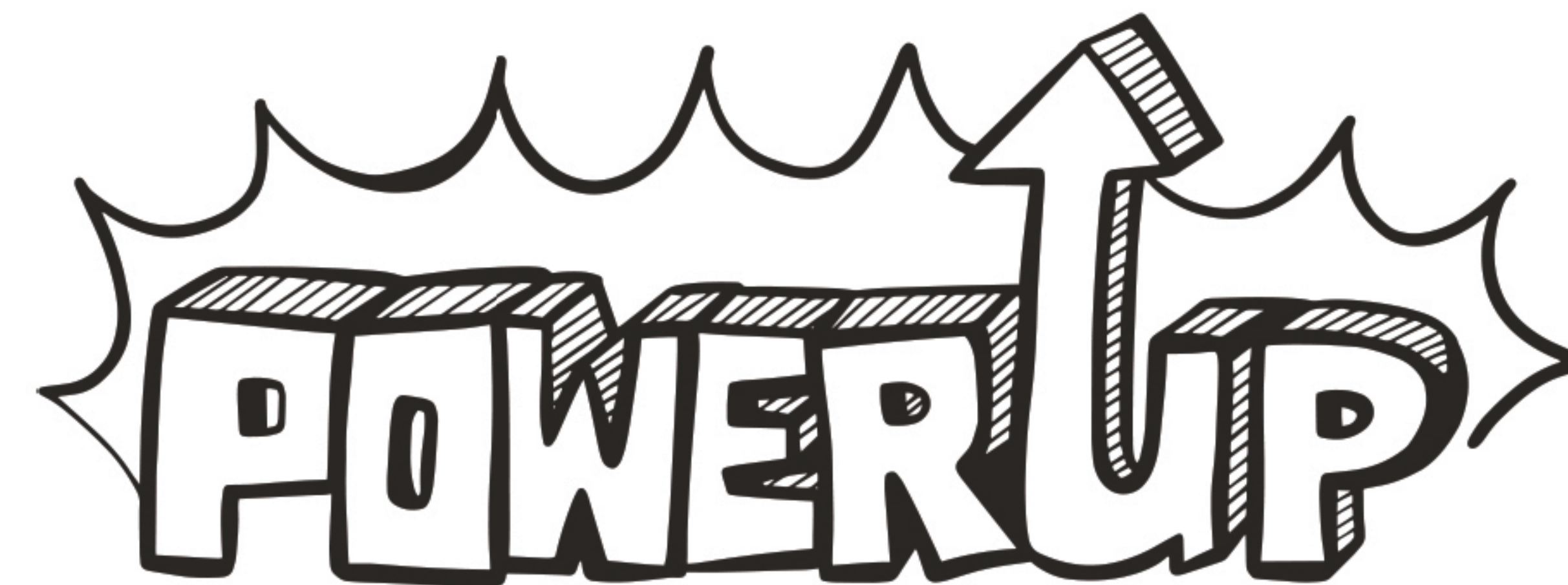
PLEASE NOTE:
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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_10.ai



MIR_DOODLE_ICONS_CN_10_BW.ai

PLEASE NOTE:

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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_11.ai



MIR_DOODLE_ICONS_CN_11_BW.ai

PLEASE NOTE:

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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_12.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICON ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_13.ai



MIR_DOODLE_ICONS_CN_13_BW.ai

PLEASE NOTE:
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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

CAT NOIR



MIR_DOODLE_ICONS_CN_14.ai



MIR_DOODLE_ICONS_CN_14_BW.ai

PLEASE NOTE:
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ONLY **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_01.ai



MIR_DOODLE_ICONS_RR_01_BW.ai

PLEASE NOTE:

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ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE

The word "Mirage!" is written in a cursive, handwritten style. The letter 'i' has a small orange dot. The letter 'a' has an orange ring around its middle. The exclamation mark is also orange.

MIR_DOODLE_ICONS_RR_02.ai

The word "Mirage!" is written in a cursive, handwritten style, identical to the one on the left but in black and white.

MIR_DOODLE_ICONS_RR_02_BW.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_03.ai



MIR_DOODLE_ICONS_RR_03_BW.ai

PLEASE NOTE:
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ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_04.ai



MIR_DOODLE_ICONS_RR_04_BW.ai

PLEASE NOTE:

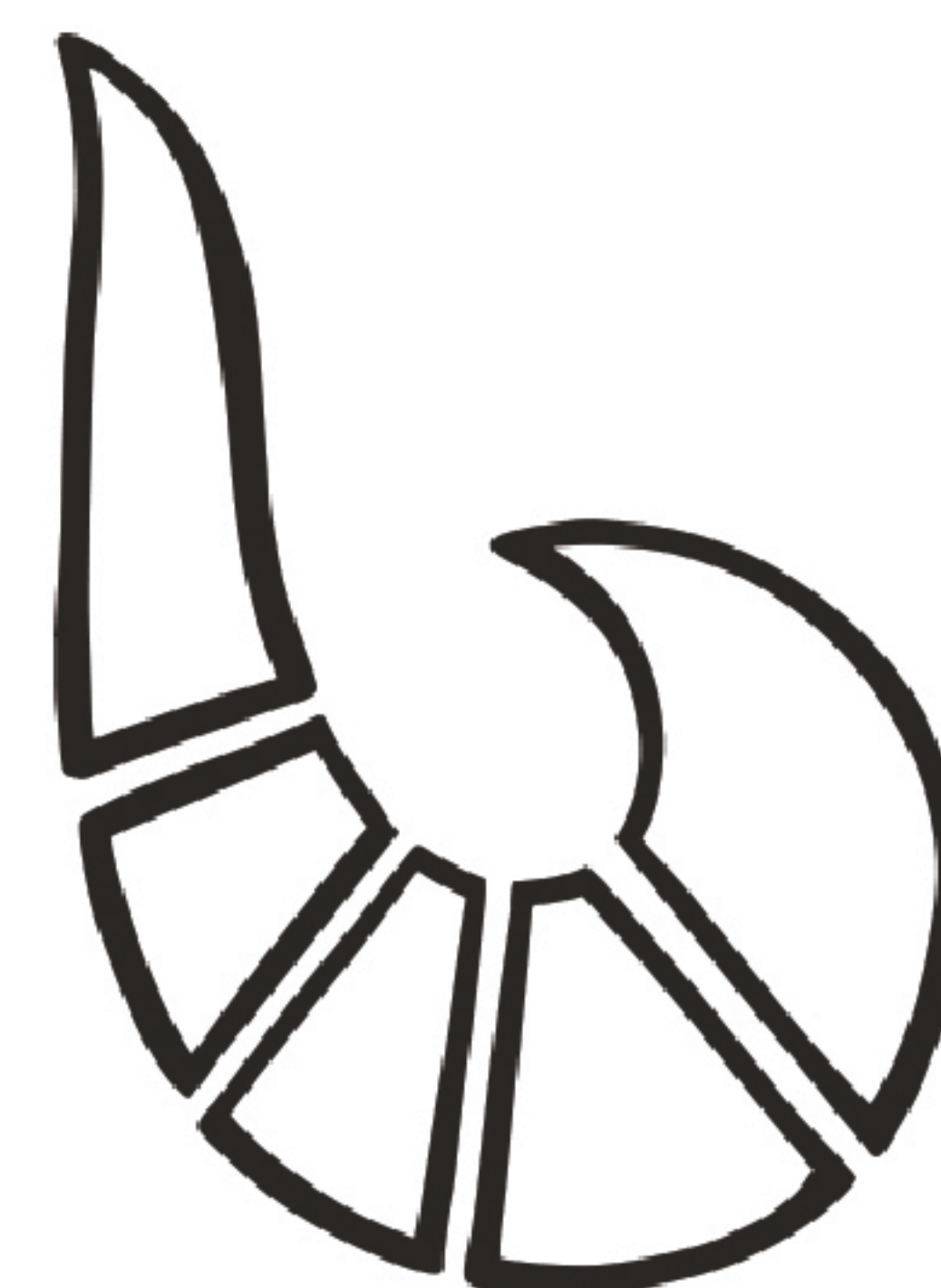
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_05.ai



MIR_DOODLE_ICONS_RR_05_BW.ai

PLEASE NOTE:
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ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_06.ai



MIR_DOODLE_ICONS_RR_06_BW.ai

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ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_07.ai



MIR_DOODLE_ICONS_RR_07_BW.ai

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ICONS

RENA ROUGE



MIR_DOODLE_ICONS_RR_08.ai



MIR_DOODLE_ICONS_RR_08_BW.ai

PLEASE NOTE:
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ONLY **RENA ROUGE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

QUEEN BEE



MIR_DOODLE_ICONS_QB_01.ai



MIR_DOODLE_ICONS_QB_01_BW.ai

PLEASE NOTE:
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ONLY **QUEEN BEE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

QUEEN BEE



MIR_DOODLE_ICONS_QB_02.ai



MIR_DOODLE_ICONS_QB_02_BW.ai

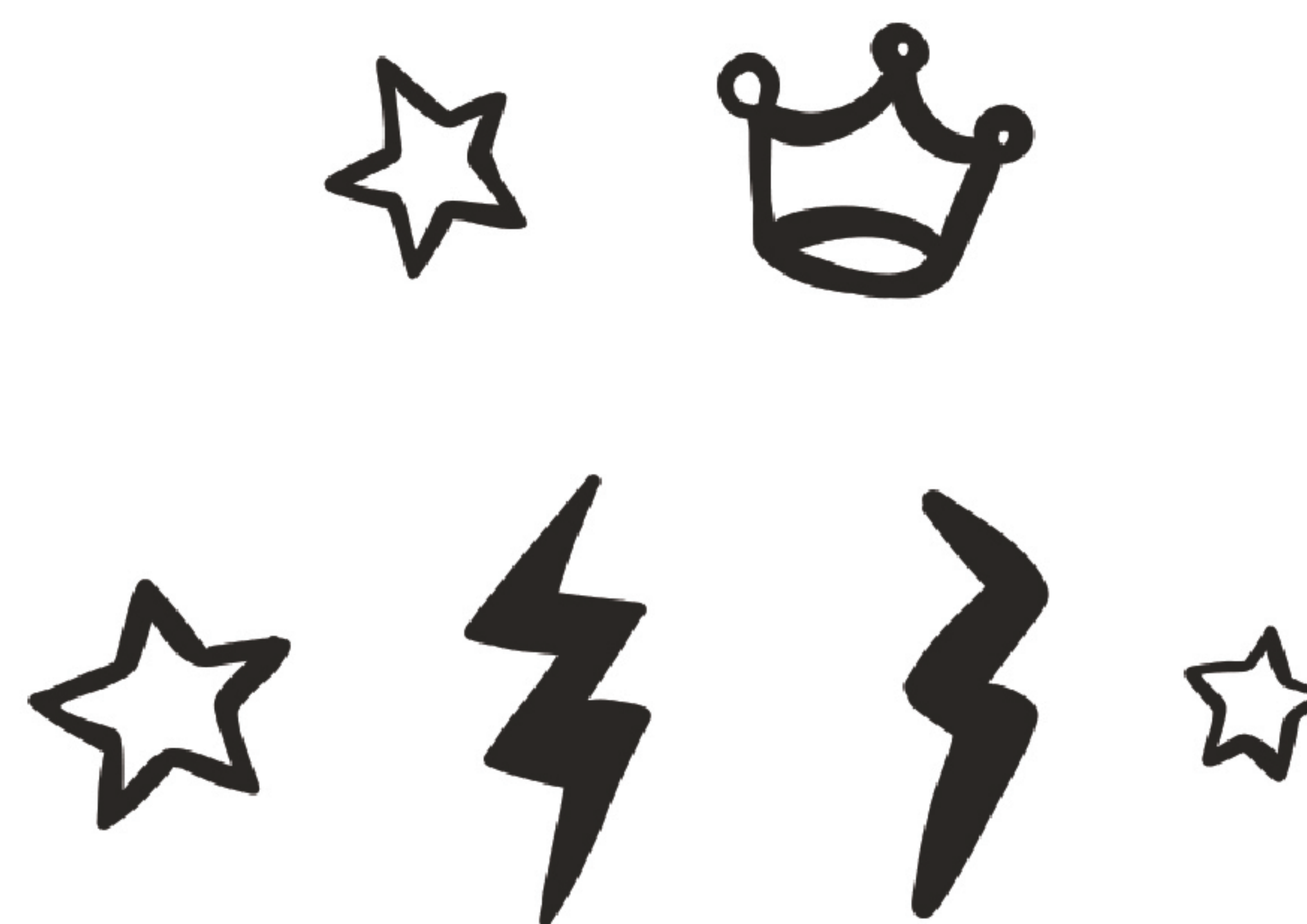
PLEASE NOTE:
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ICONS

QUEEN BEE



MIR_DOODLE_ICONS_QB_03.ai



MIR_DOODLE_ICONS_QB_03_BW.ai

PLEASE NOTE:
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ONLY **QUEEN BEE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG/CAT NOIR



MIR_DOODLE_ICONS_LB_CN_01.ai



MIR_DOODLE_ICONS_LB_CN_01_BW.ai

PLEASE NOTE:

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ONLY **LADYBUG** AND **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG/CAT NOIR



MIR_DOODLE_ICONS_LB_CN_02.ai



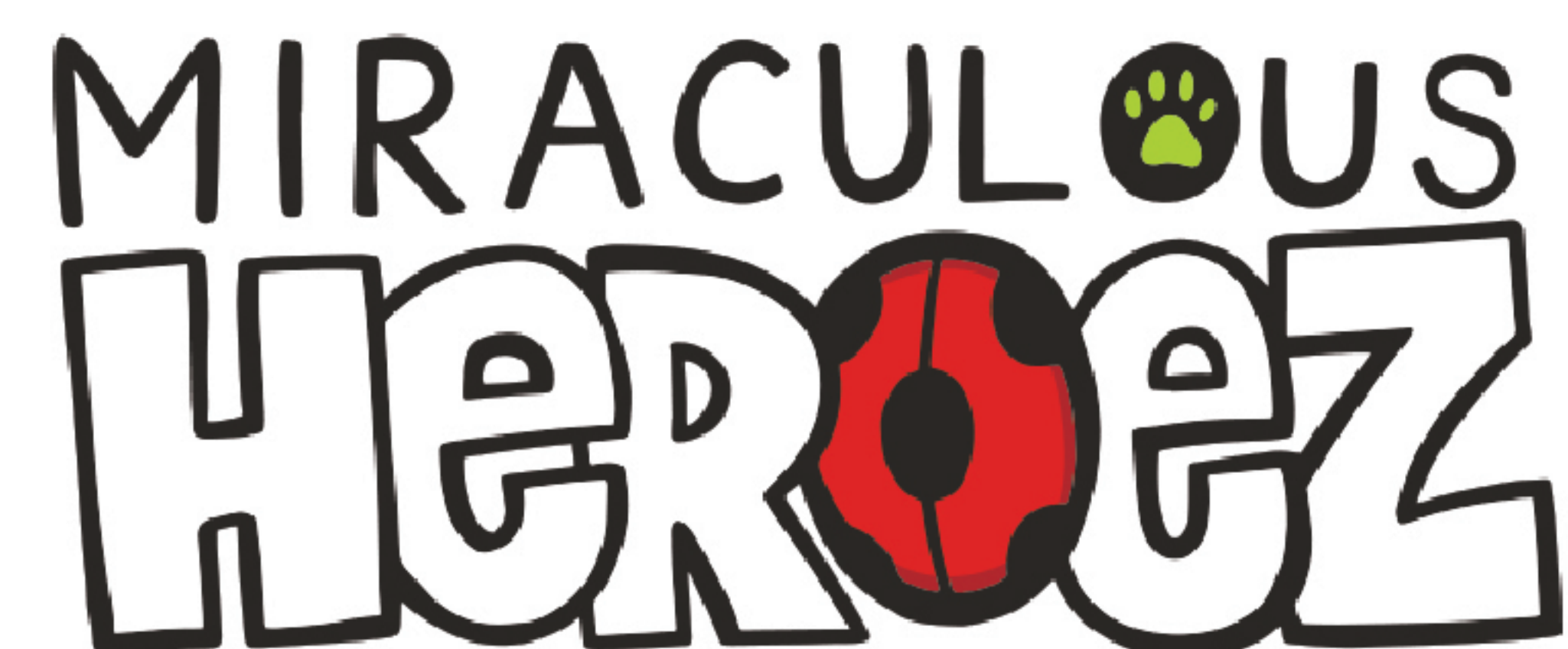
MIR_DOODLE_ICONS_LB_CN_02_BW.ai

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ICONS

LADYBUG/CAT NOIR



MIR_DOODLE_ICONS_LB_CN_03.ai



MIR_DOODLE_ICONS_LB_CN_03_BW.ai

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ICONS

LADYBUG/CAT NOIR



MIR_DOODLE_ICONS_LB_CN_04.ai



MIR_DOODLE_ICONS_LB_CN_04_BW.ai

PLEASE NOTE:

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ONLY **LADYBUG** AND **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

LADYBUG/CAT NOIR

YOU
will
NEVER
KNOW

MIR_DOODLE_ICONS_LB_CN_05.ai

YOU
will
NEVER
KNOW

MIR_DOODLE_ICONS_LB_CN_05_BW.ai

PLEASE NOTE:

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ICONS

LADYBUG/CAT NOIR



MIR_DOODLE_ICONS_LB_CN_05.ai



MIR_DOODLE_ICONS_LB_CN_05_BW.ai

PLEASE NOTE:

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ONLY **LADYBUG** AND **CAT NOIR** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

MARINETTE



MIR_DOODLE_ICONS_MA_01.ai



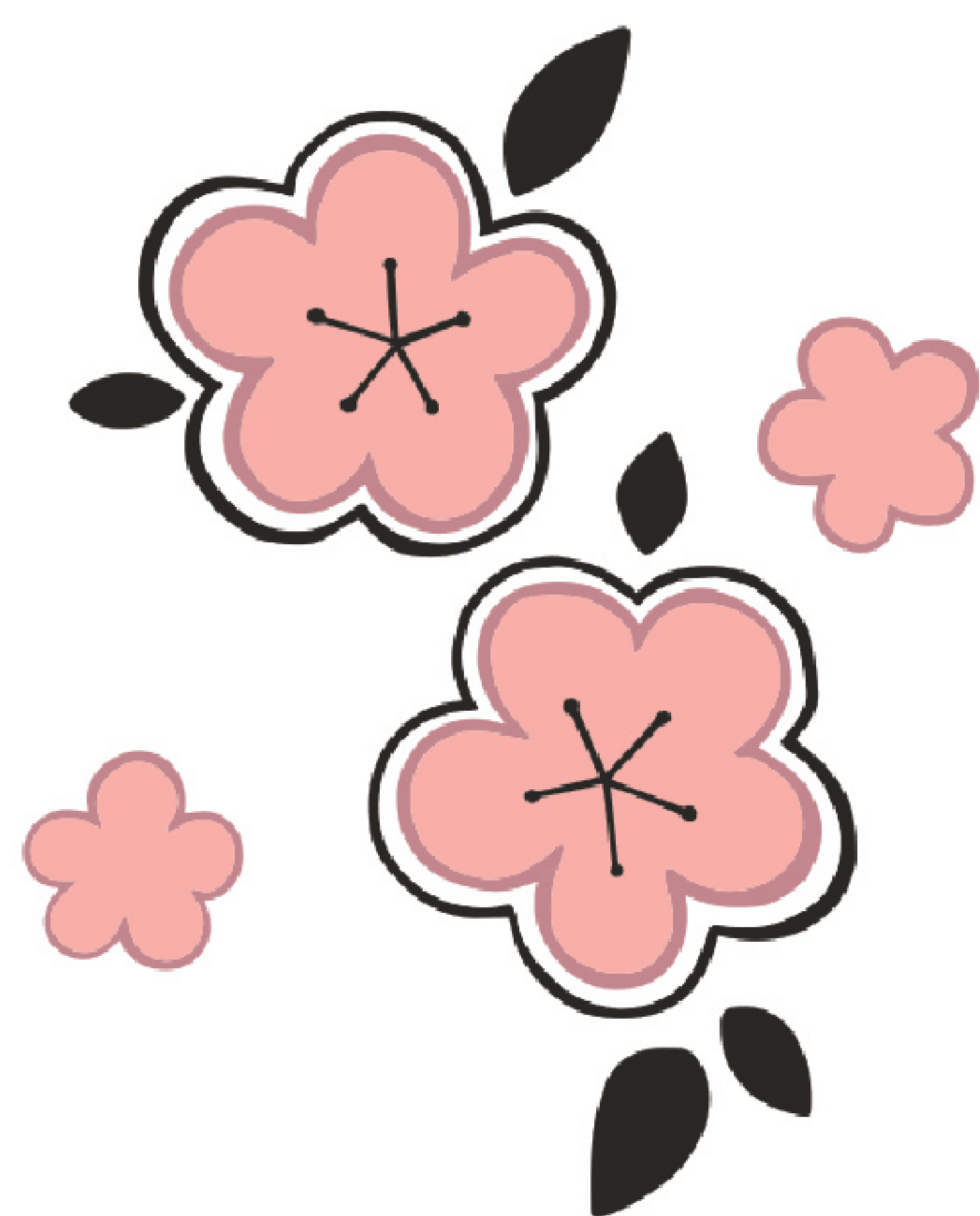
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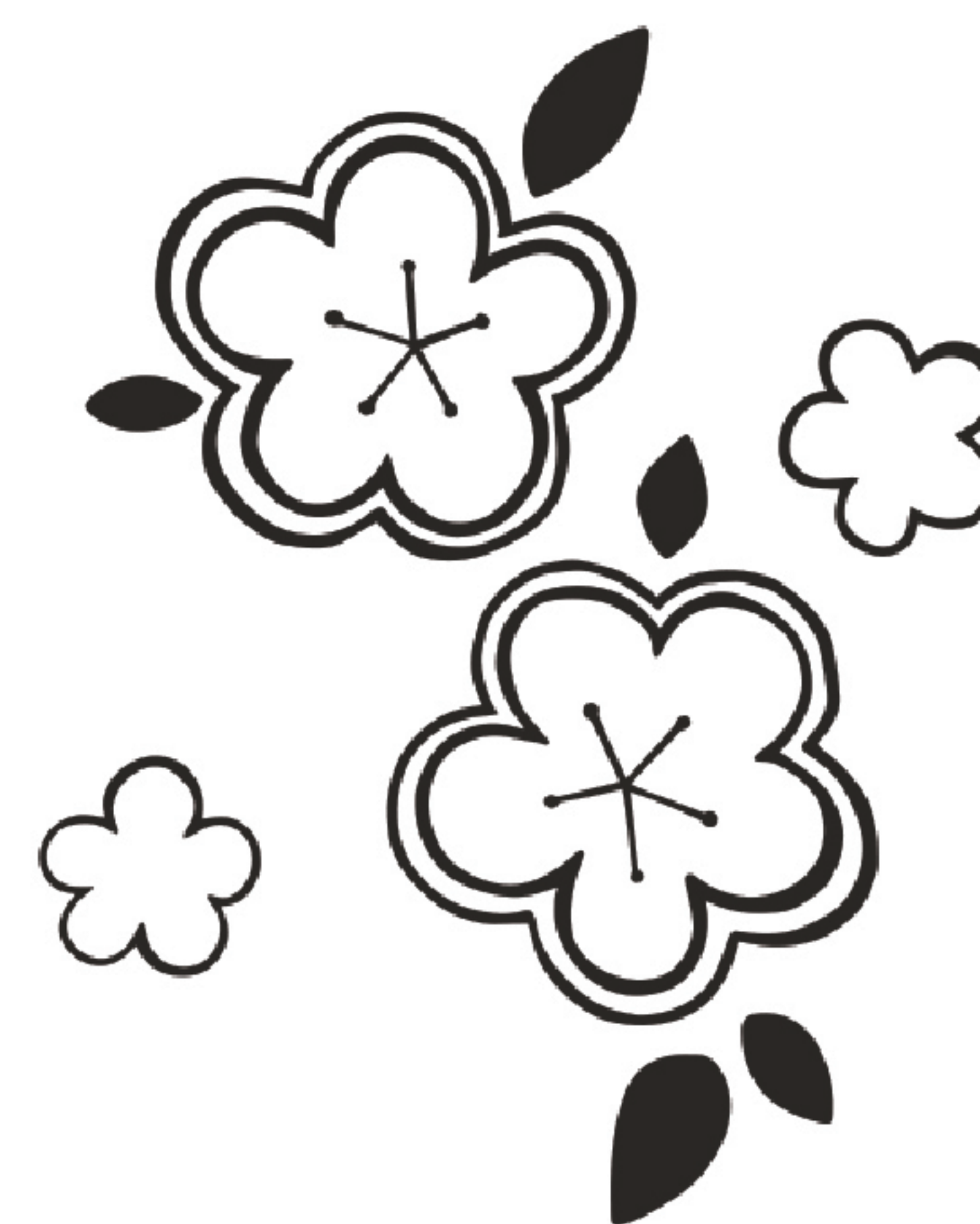
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **MARINETTE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

MARINETTE



MIR_DOODLE_ICONS_MA_02.ai



MIR_DOODLE_ICONS_MA_02_BW.ai

PLEASE NOTE:

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ONLY **MARINETTE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

MARINETTE



MIR_DOODLE_ICONS_MA_03.ai



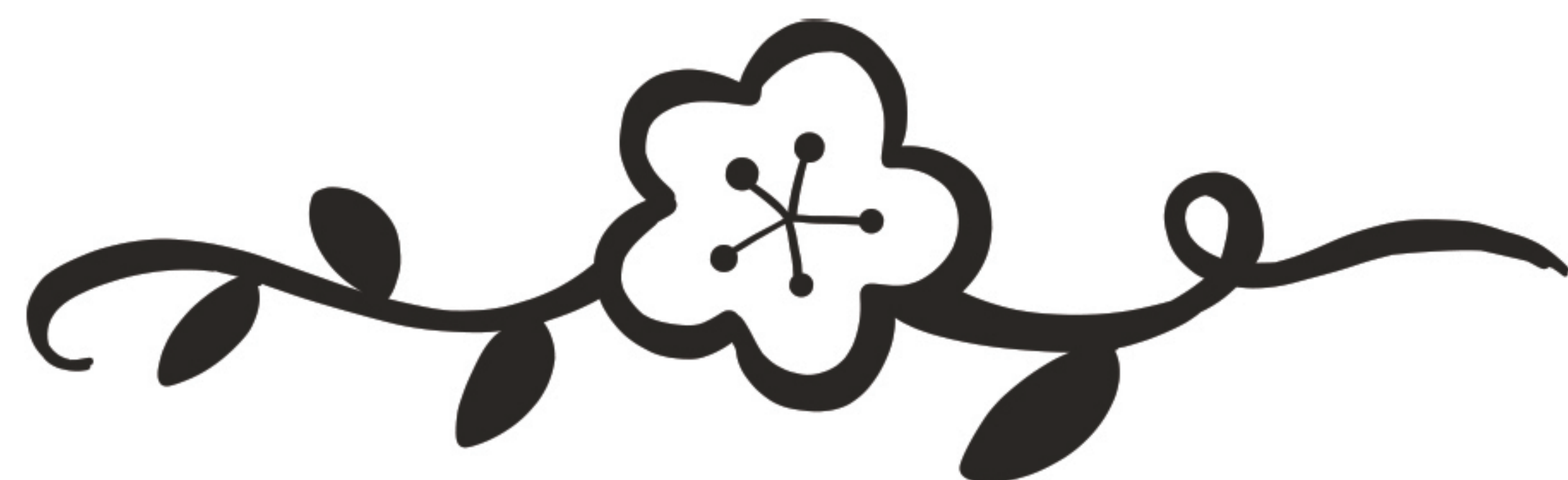
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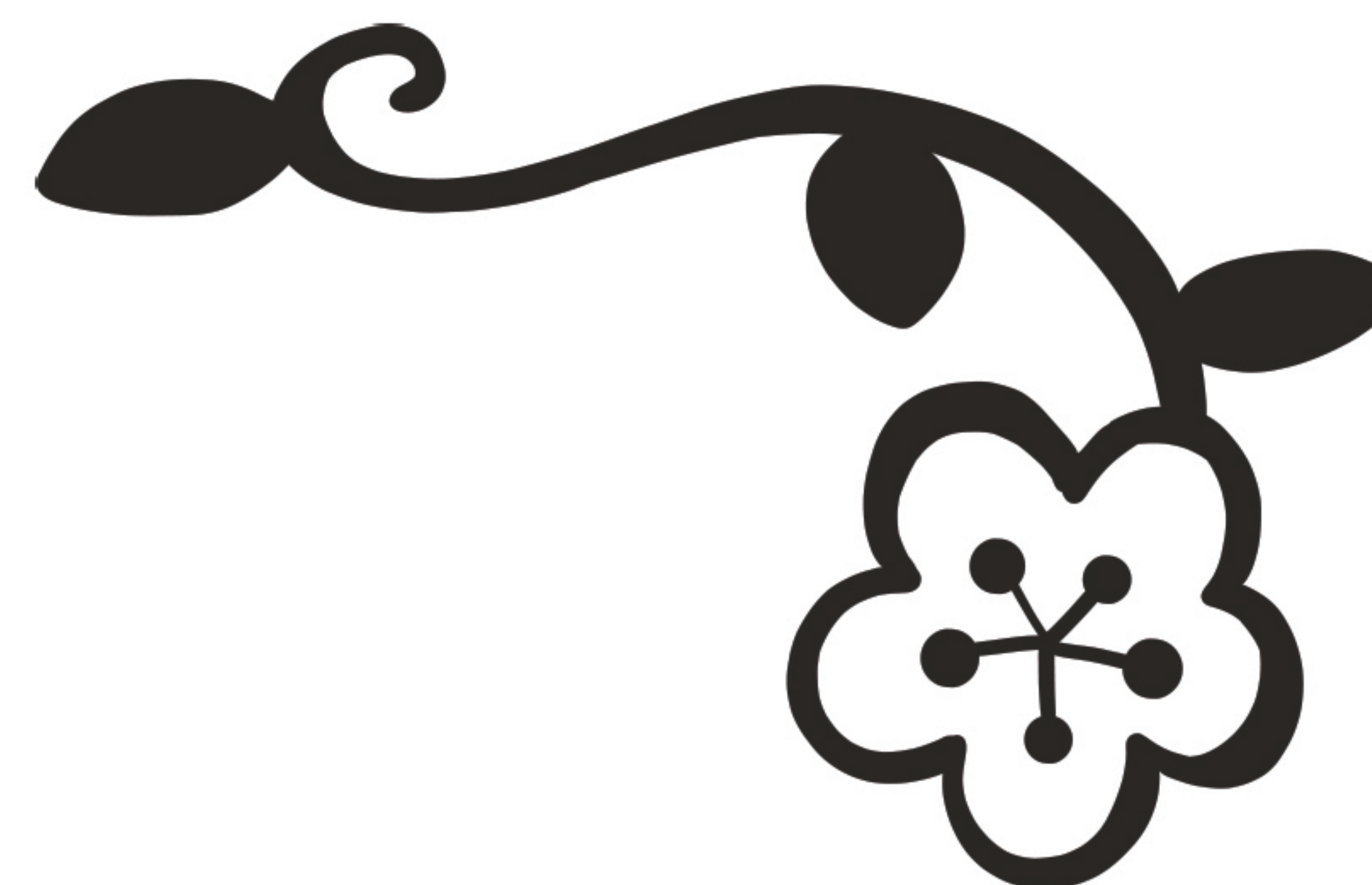
CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **MARINETTE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

MARINETTE



MIR_DOODLE_ICONS_MA_05.ai



MIR_DOODLE_ICONS_MA_06_BW.ai

PLEASE NOTE:
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ONLY **MARINETTE** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

MARINETTE/ADRIEN



MIR_DOODLE_ICONS_MA_AD_01.ai



MIR_DOODLE_ICONS_MA_AD_01_BW.ai

PLEASE NOTE:

CHARACTER SPECIFIC ICONS MUST ONLY BE USED WITH THAT SPECIFIC CHARACTER.
ONLY **MARINETTE AND ADRIEN** MAY BE PAIRED WITH THE ICONS ON THIS PAGE.

ICONS

PARIS



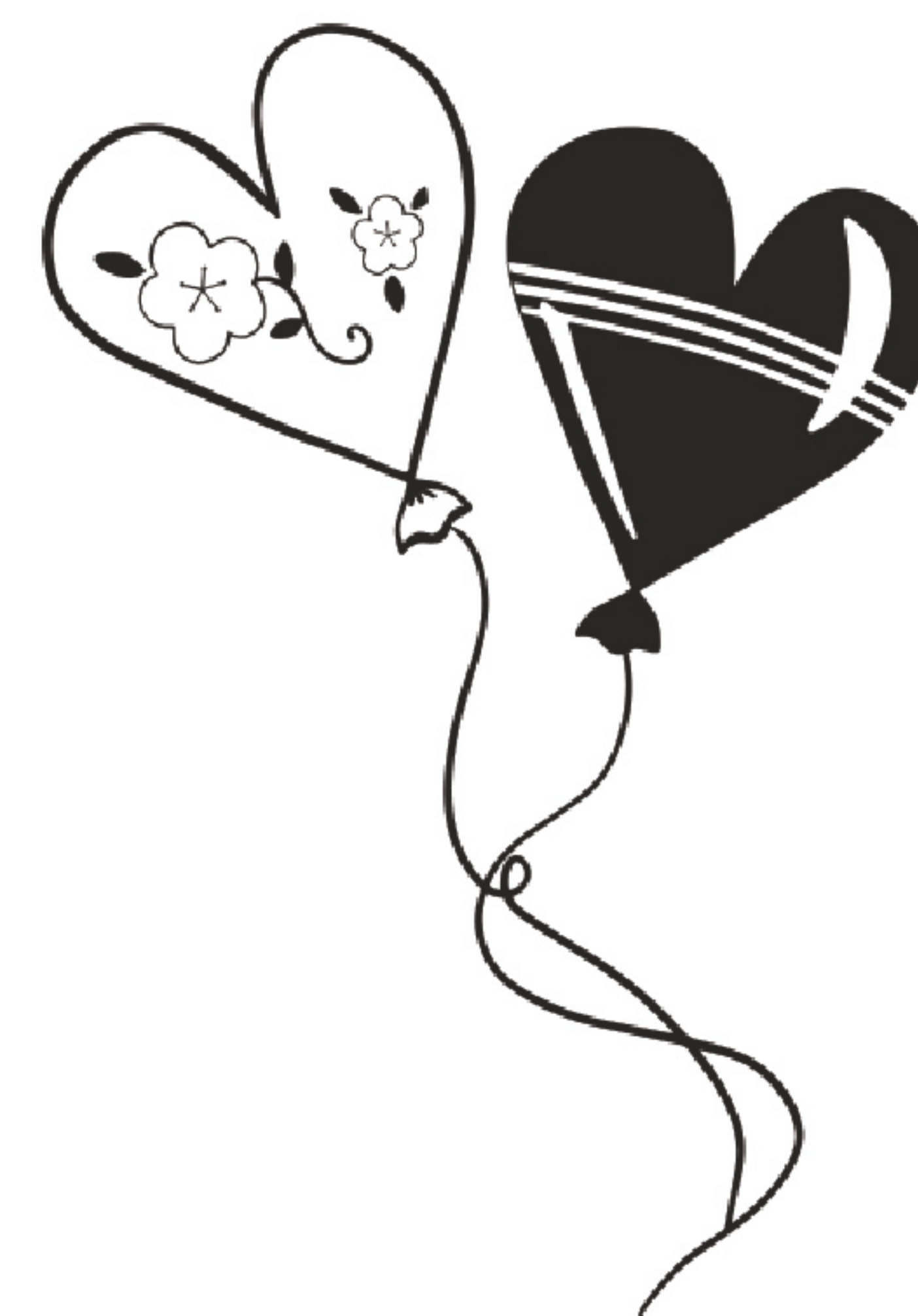
MIR_DOODLE_ICONS_PARIS_01.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_02.ai



MIR_DOODLE_ICONS_PARIS_02_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_03.ai



MIR_DOODLE_ICONS_PARIS_03_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_04.ai



MIR_DOODLE_ICONS_PARIS_04_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_05.ai



MIR_DOODLE_ICONS_PARIS_05_BW.ai

ICONS

PARIS



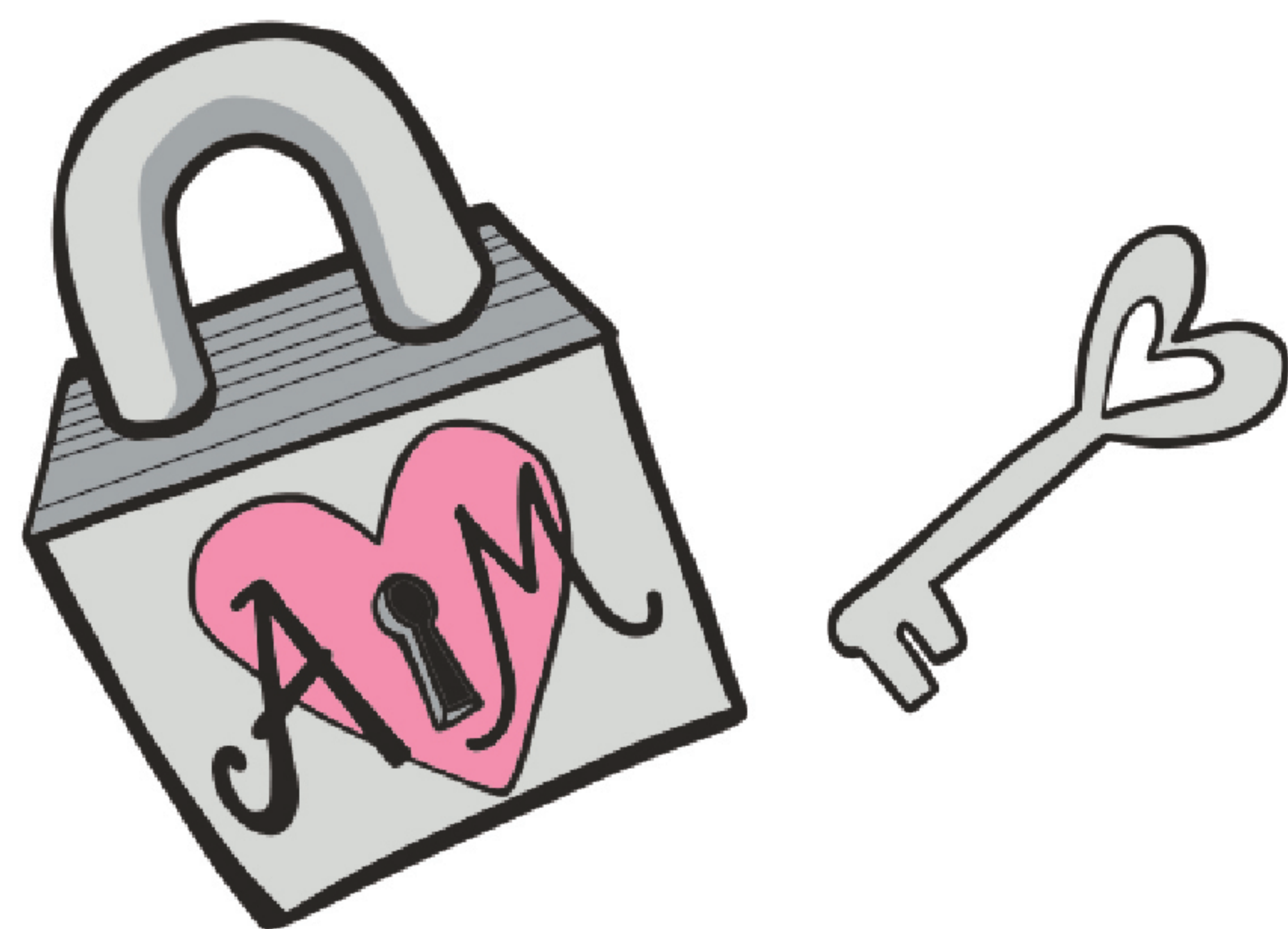
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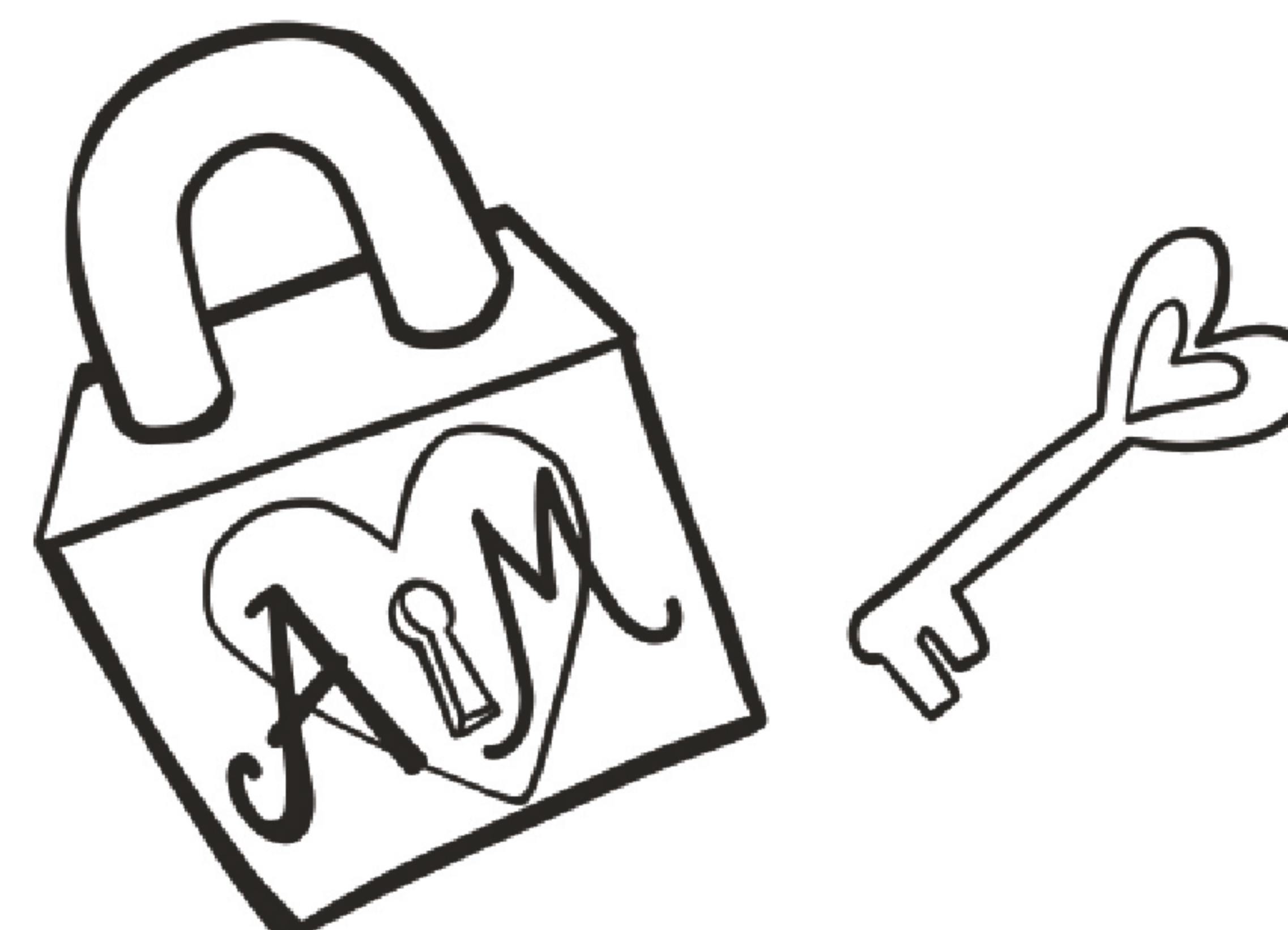
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ICONS

PARIS



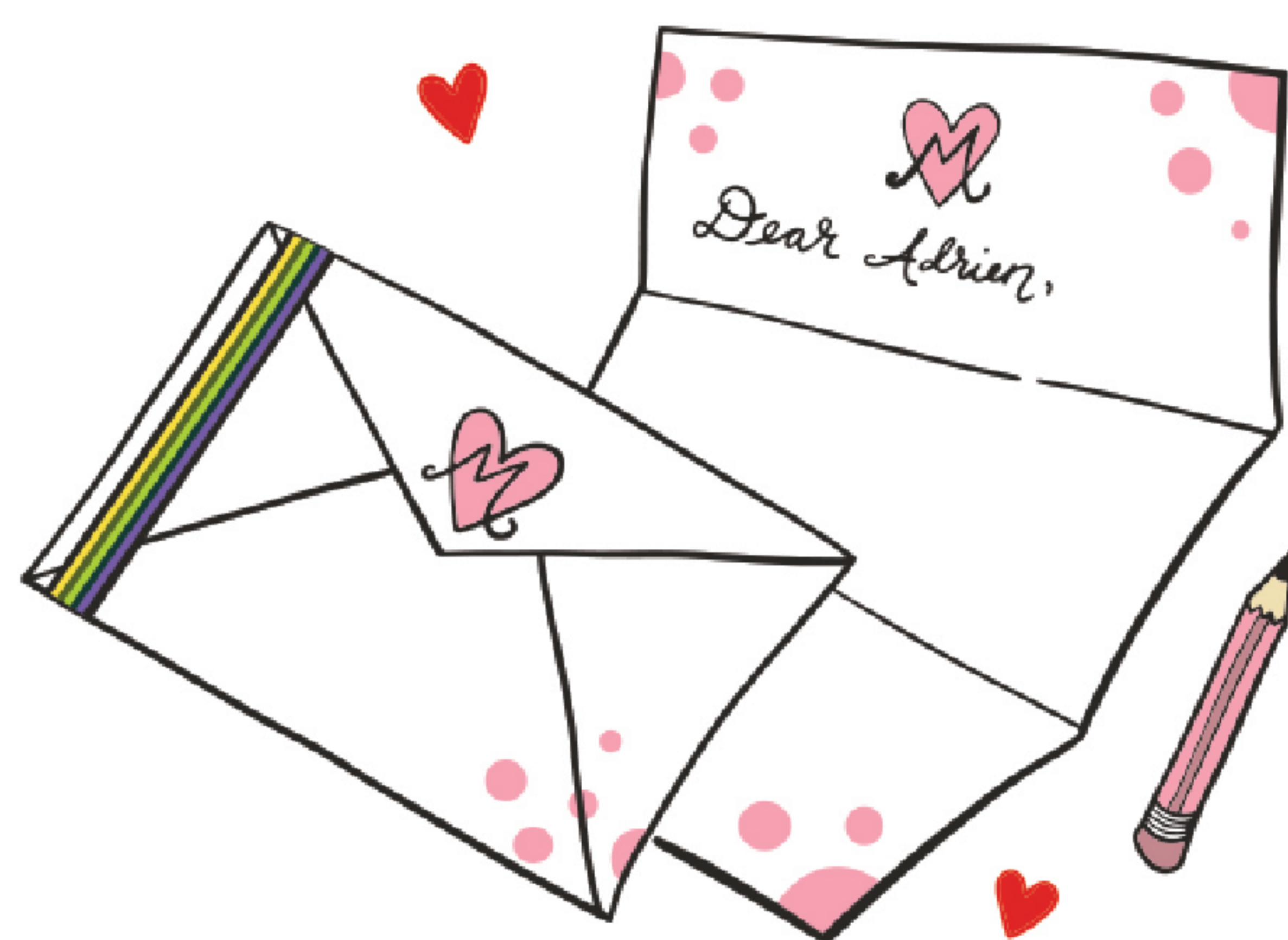
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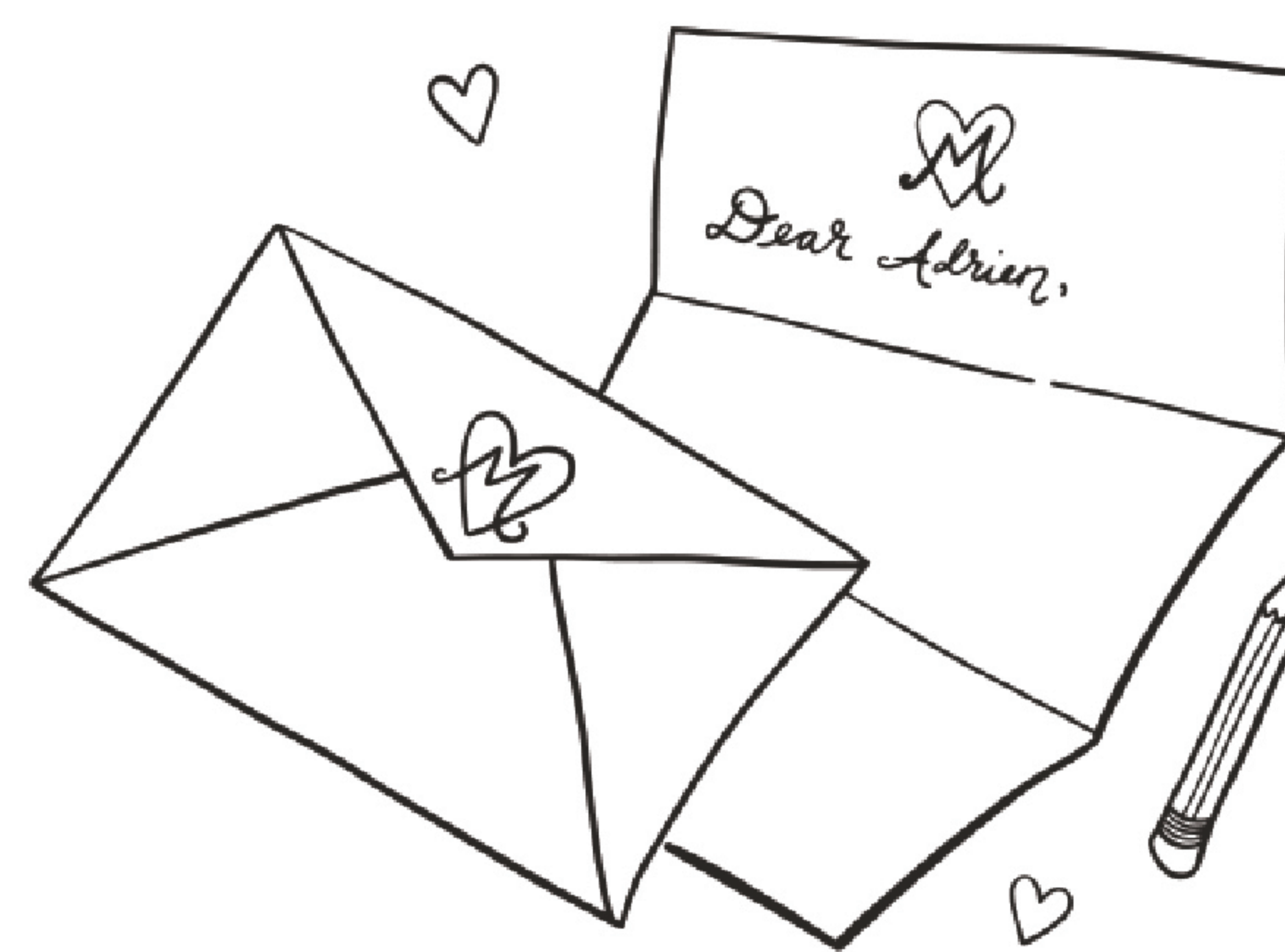
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ICONS

PARIS



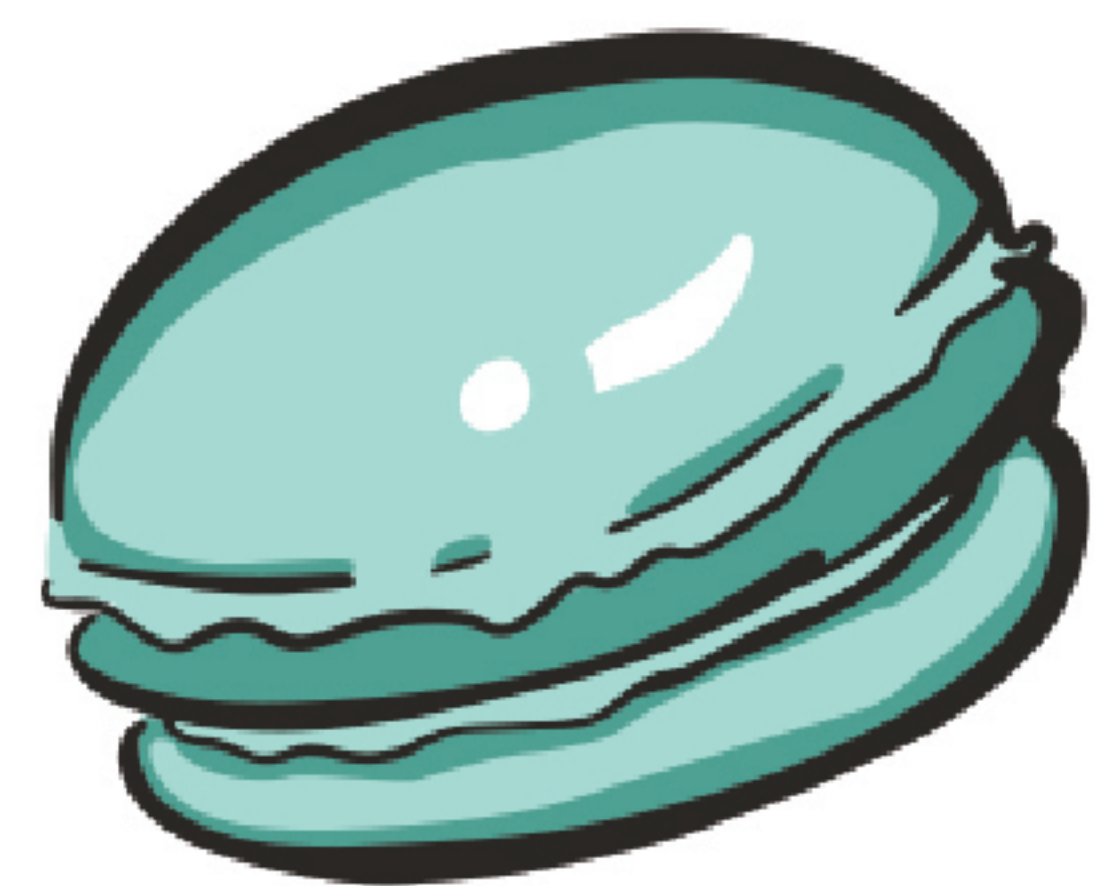
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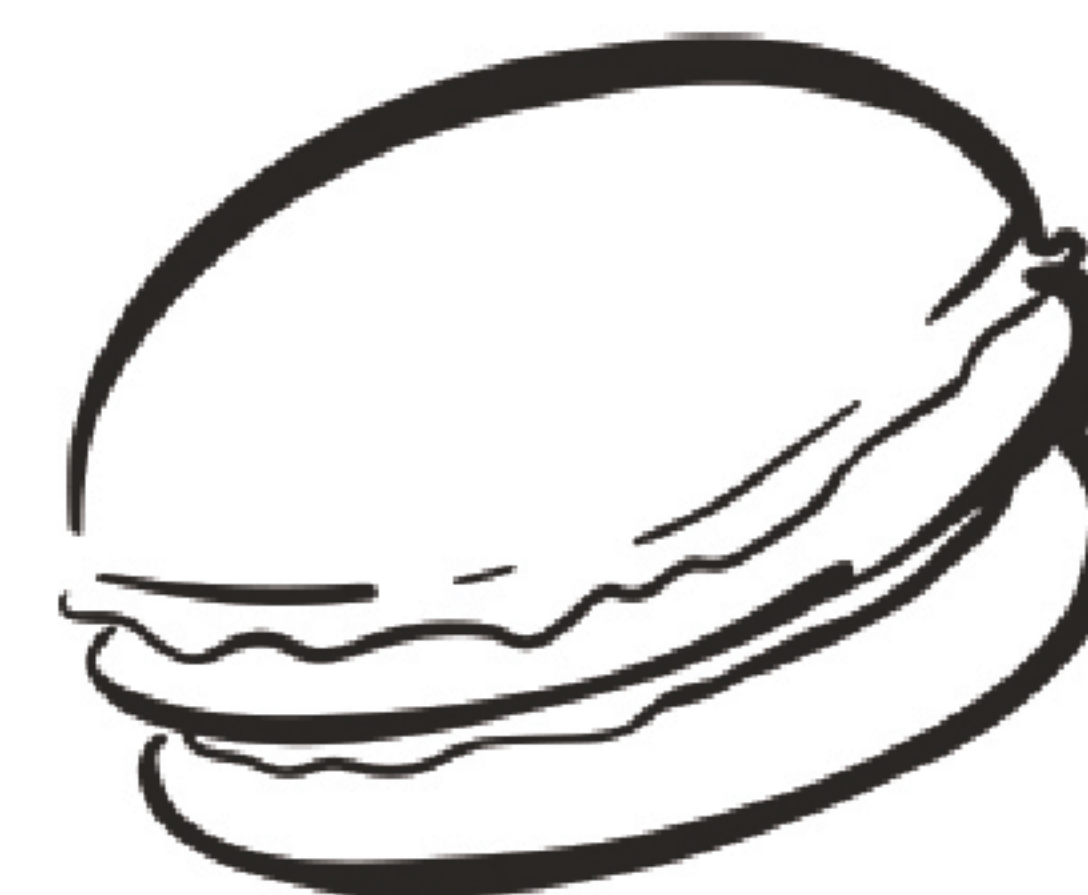
MIR_DOODLE_ICONS_PARIS_08_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_09.ai



MIR_DOODLE_ICONS_PARIS_09_BW.ai

ICONS

PARIS



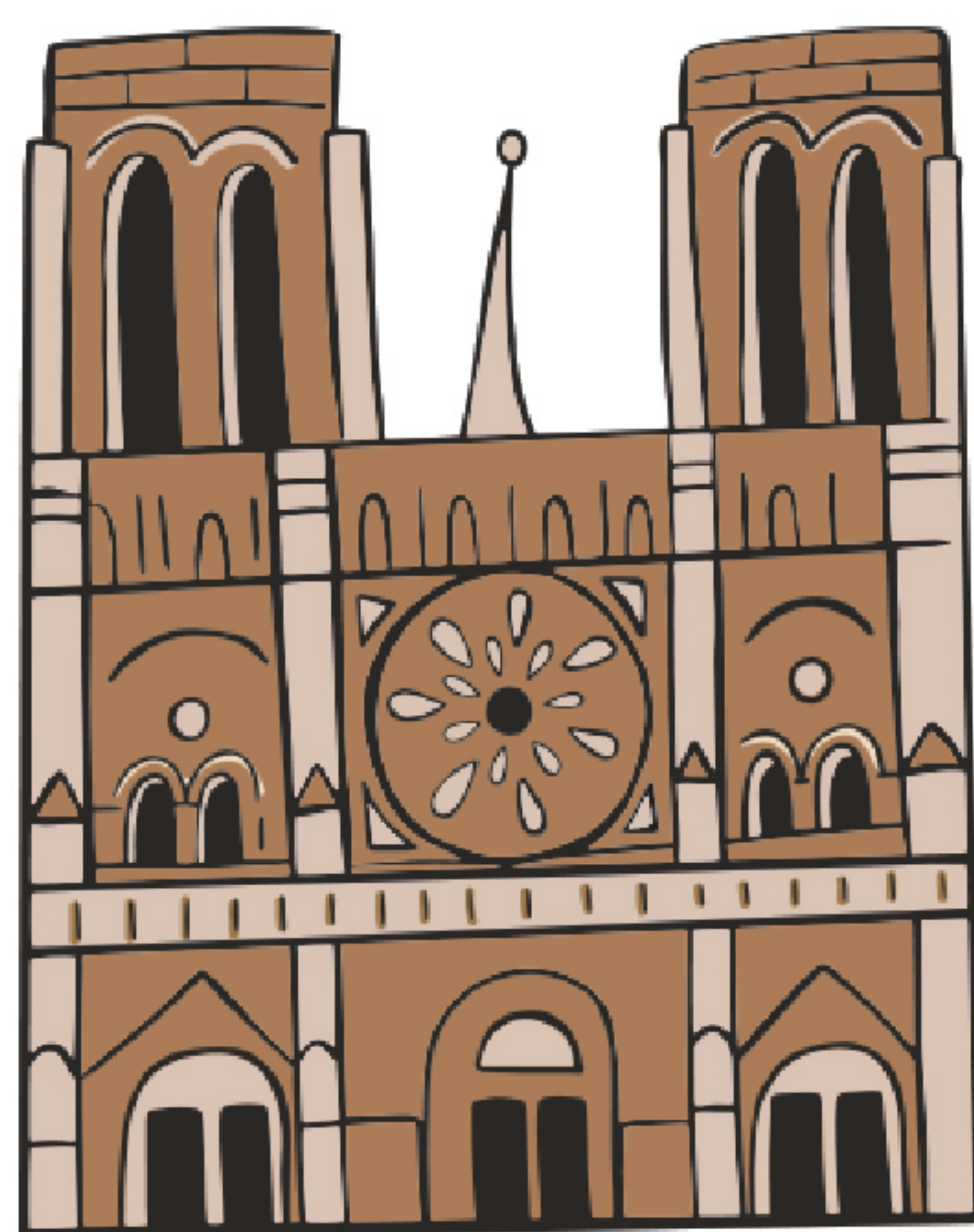
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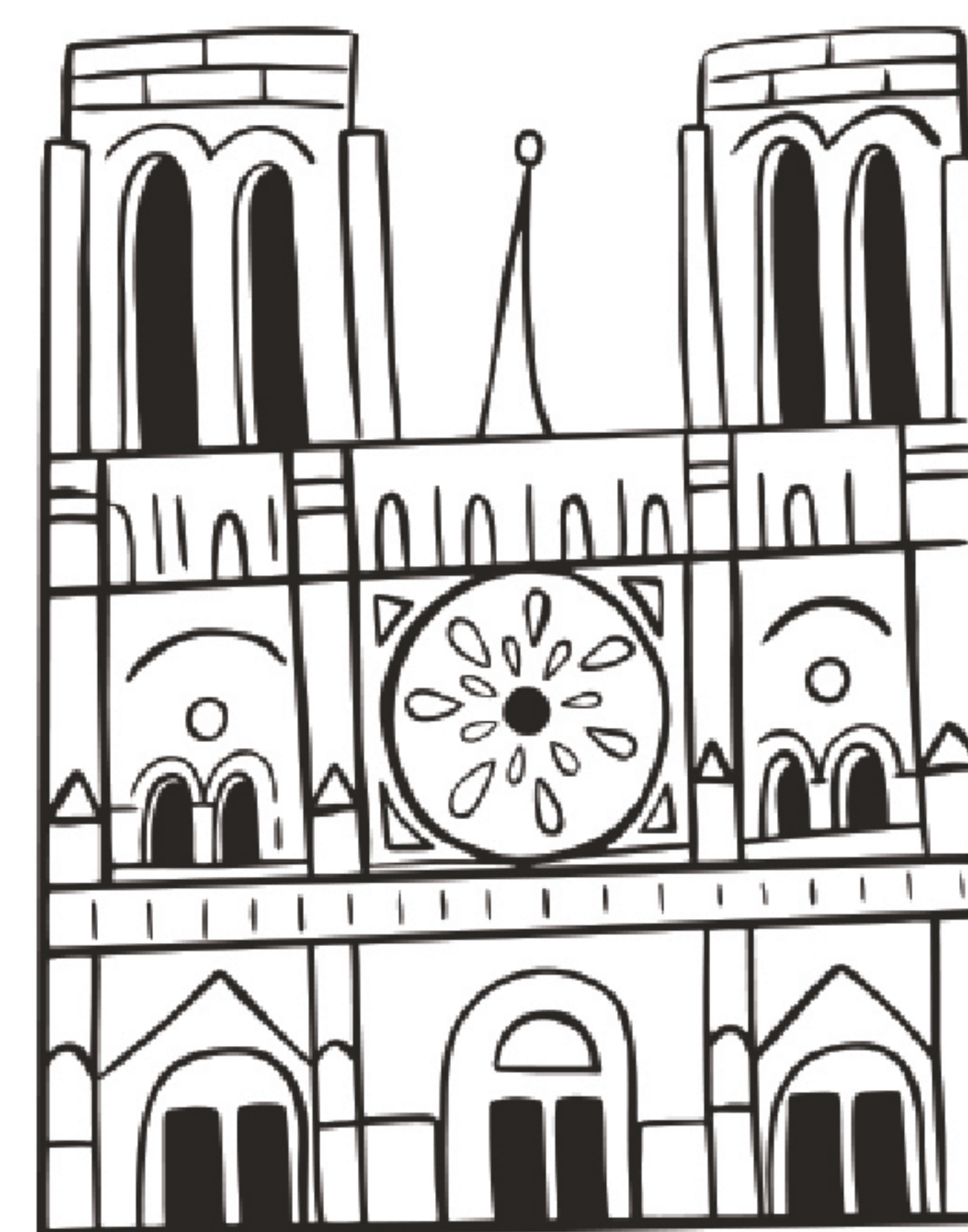
MIR_DOODLE_ICONS_PARIS_10_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_11.ai



MIR_DOODLE_ICONS_PARIS_11_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_12.ai



MIR_DOODLE_ICONS_PARIS_12_BW.ai

ICONS

PARIS



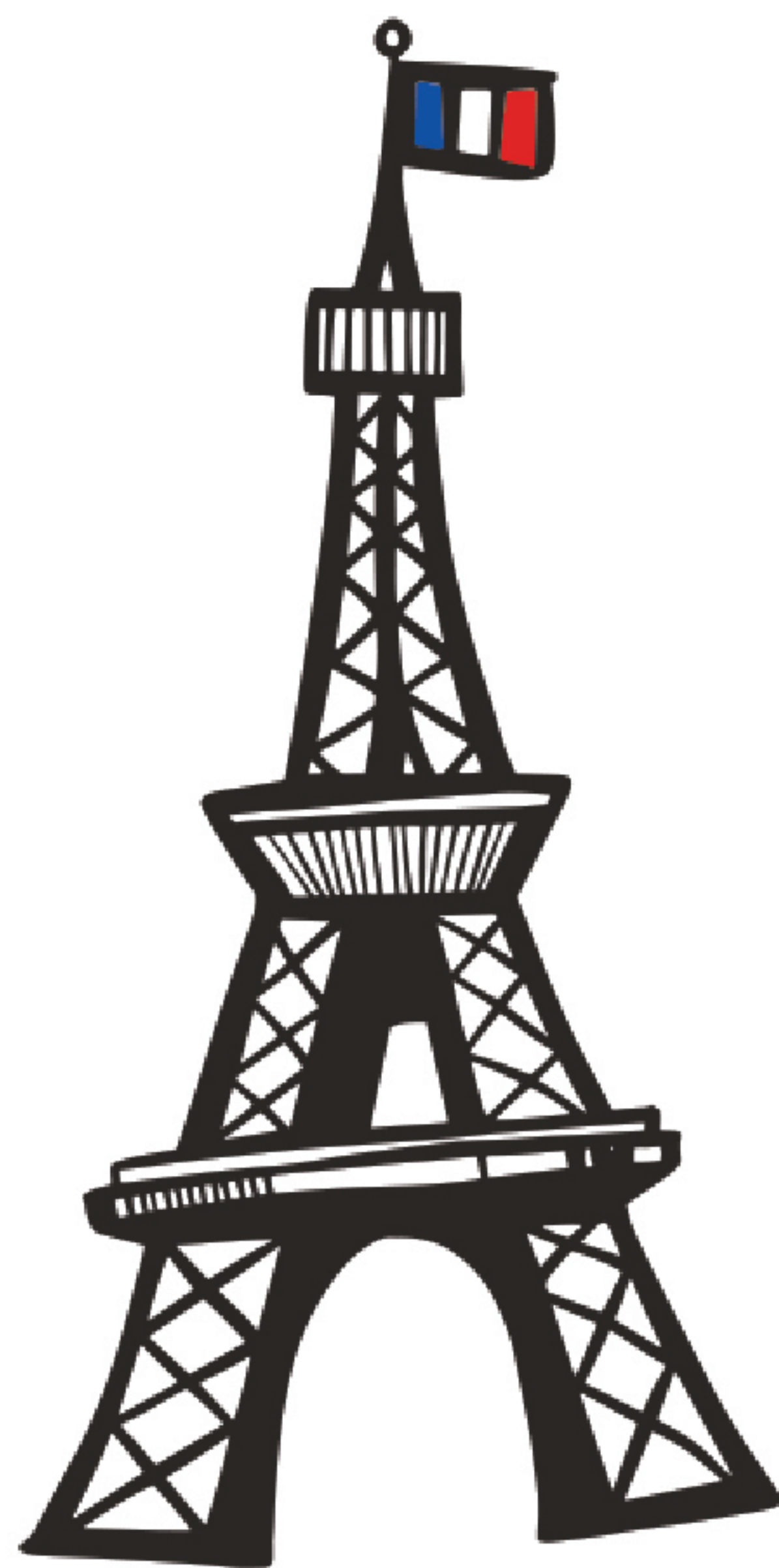
MIR_DOODLE_ICONS_PARIS_13.ai



MIR_DOODLE_ICONS_PARIS_13_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_14.ai

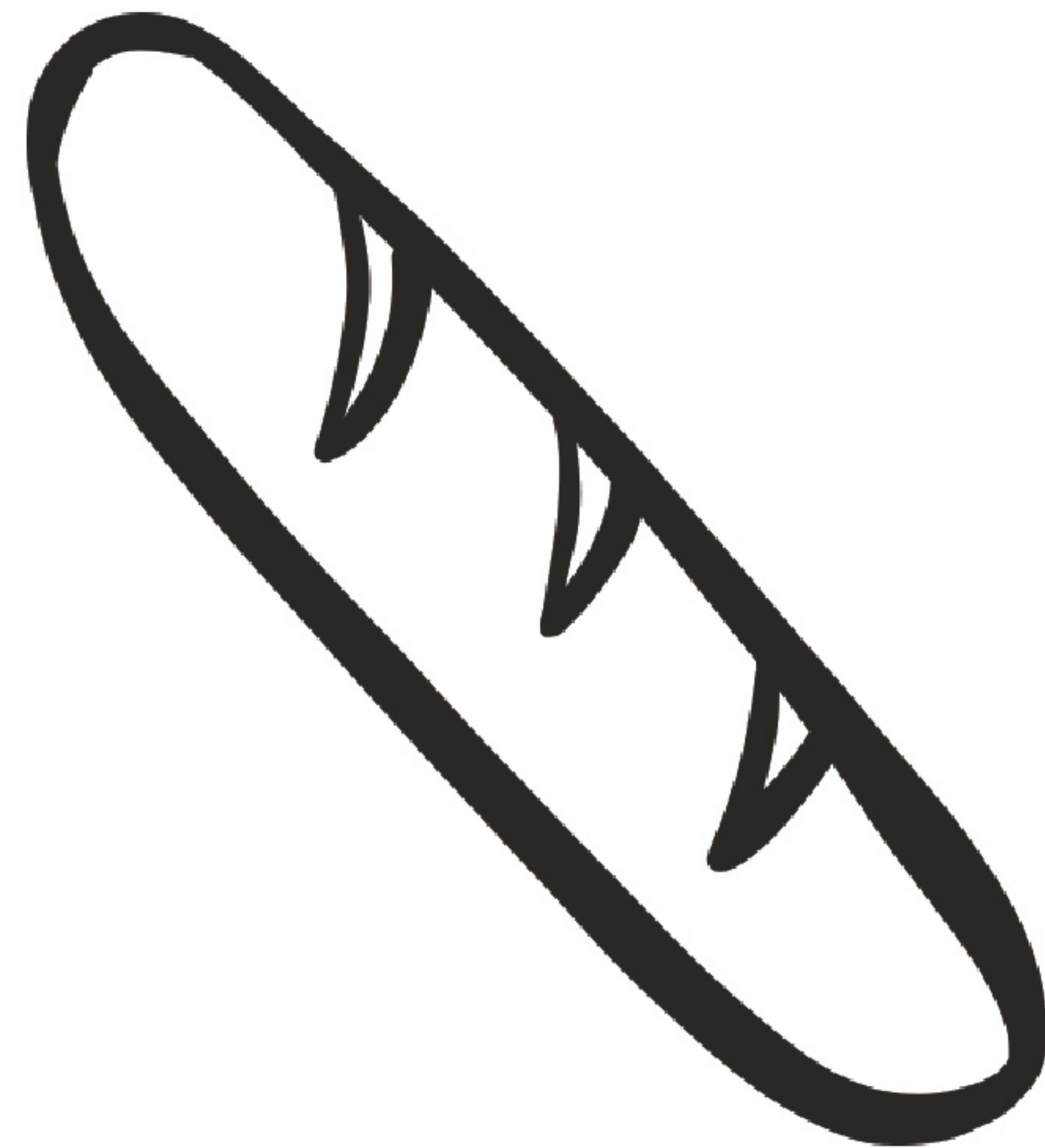


MIR_DOODLE_ICONS_PARIS_14_BW.ai

ICONS

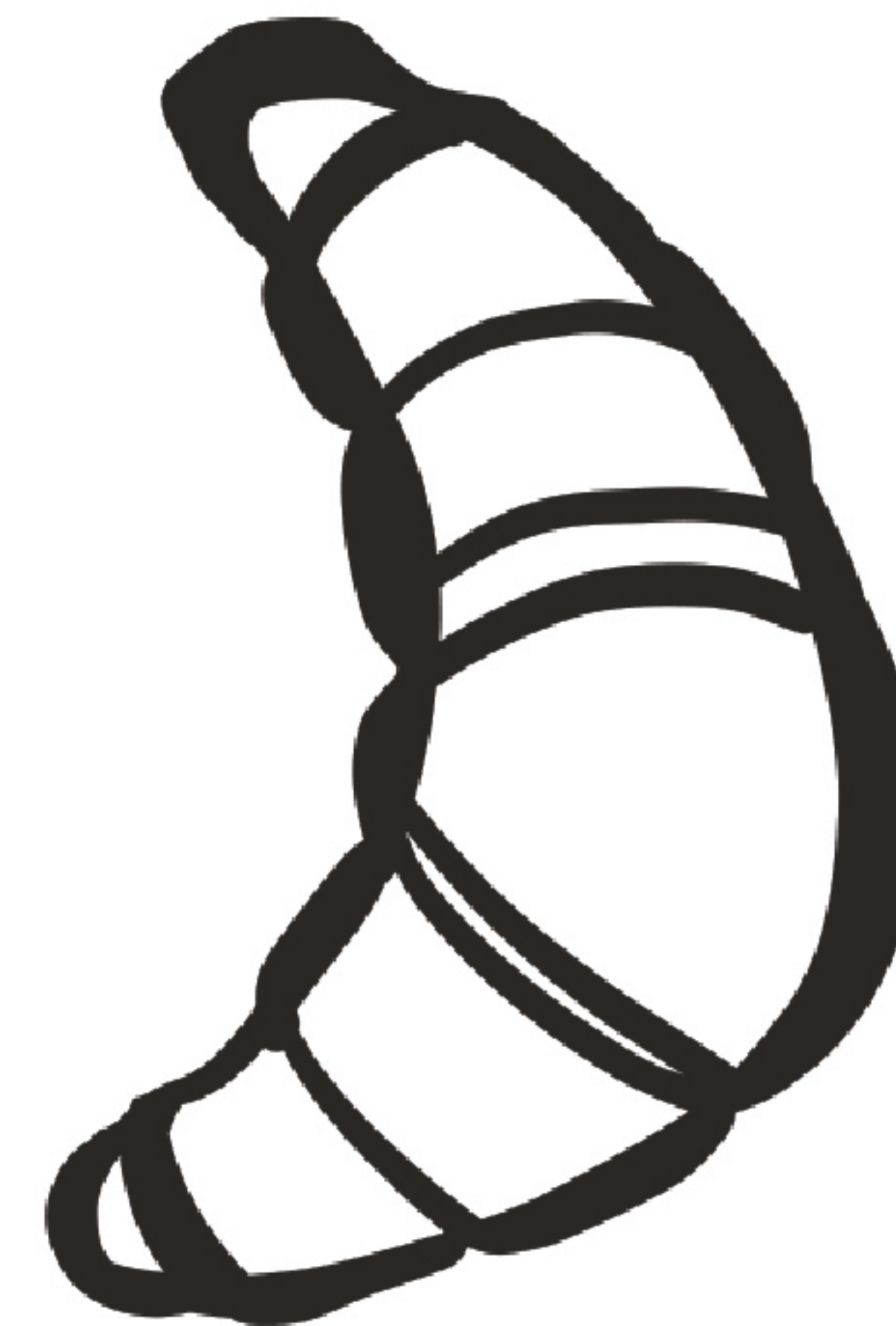
PARIS

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_15.ai

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_16.ai

ICONS

PARIS

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_17.ai

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.

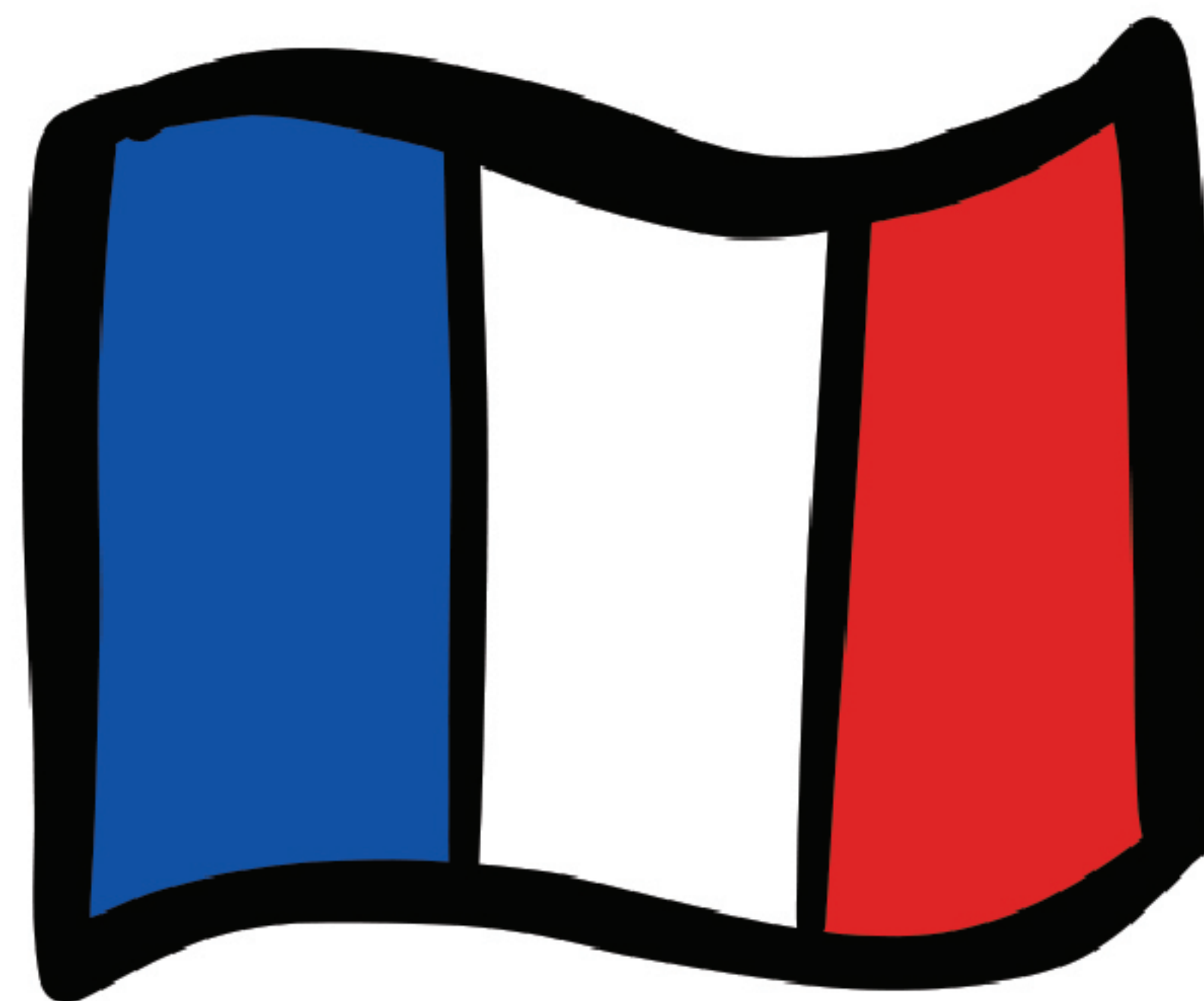


MIR_DOODLE_ICONS_PARIS_18.ai

ICONS

PARIS

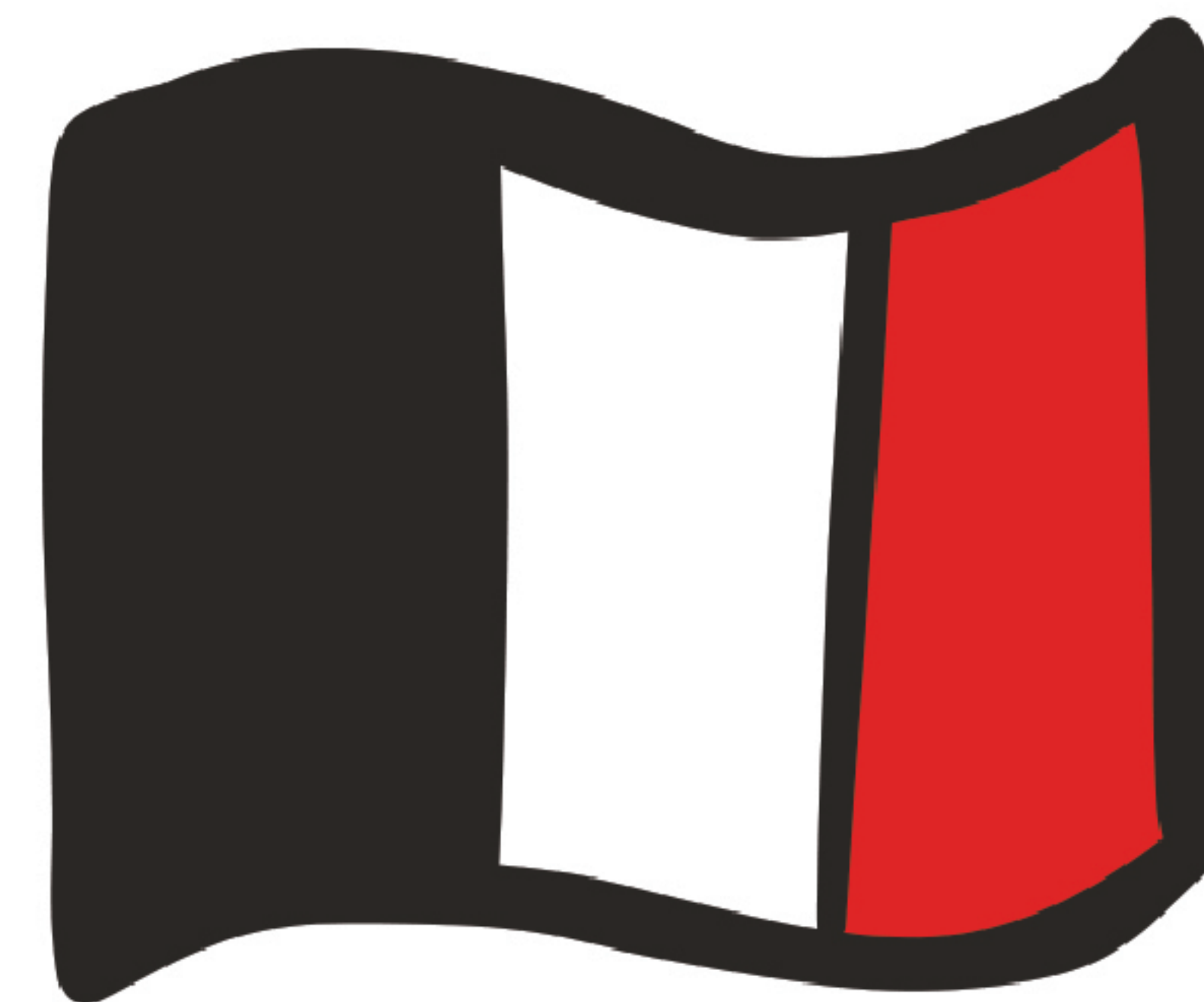
ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_19.ai

(LIMITED COLOR OPTION)

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_20.ai

ICONS

PARIS

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_21.ai

ONLY TO BE USED IN CONJUNCTION WITH OTHER
ADDITIONAL ART. DO NOT USE THE ICON ALONE.



MIR_DOODLE_ICONS_PARIS_21_BW.ai

ICONS

PARIS



MIR_DOODLE_ICONS_PARIS_22.ai



MIR_DOODLE_ICONS_PARIS_22_BW.ai

GRAPHICS



GRAPHICS

LADYBUG



MIR_DOODLE_GRAPHIC_LB.ai



MIR_DOODLE_GRAPHIC_LB_BW.ai

PLEASE NOTE:
THESE GRAPHICS USE POSE MIR_3D_LB_15.PSD
FROM THE MIRACULOUS CORE GUIDE.

GRAPHICS

CAT NOIR



MIR_DOODLE_GRAPHIC_CN.ai



MIR_DOODLE_GRAPHIC_CN_BW.ai

PLEASE NOTE:
THESE GRAPHICS USE POSE MIR_3D_CN_04.PSD
FROM THE MIRACULOUS CORE GUIDE.

GRAPHICS

RENA ROUGE



MIR_DOODLE_GRAPHIC_RR.ai



MIR_DOODLE_GRAPHIC_RR_BW.ai

PLEASE NOTE:
THESE GRAPHICS USE POSE MIR_3D_RR_05.PSD
FROM THE MIRACULOUS CORE GUIDE.

GRAPHICS

RENA ROUGE



MIR_DOODLE_GRAPHIC_QB.ai



MIR_DOODLE_GRAPHIC_QB_BW.ai

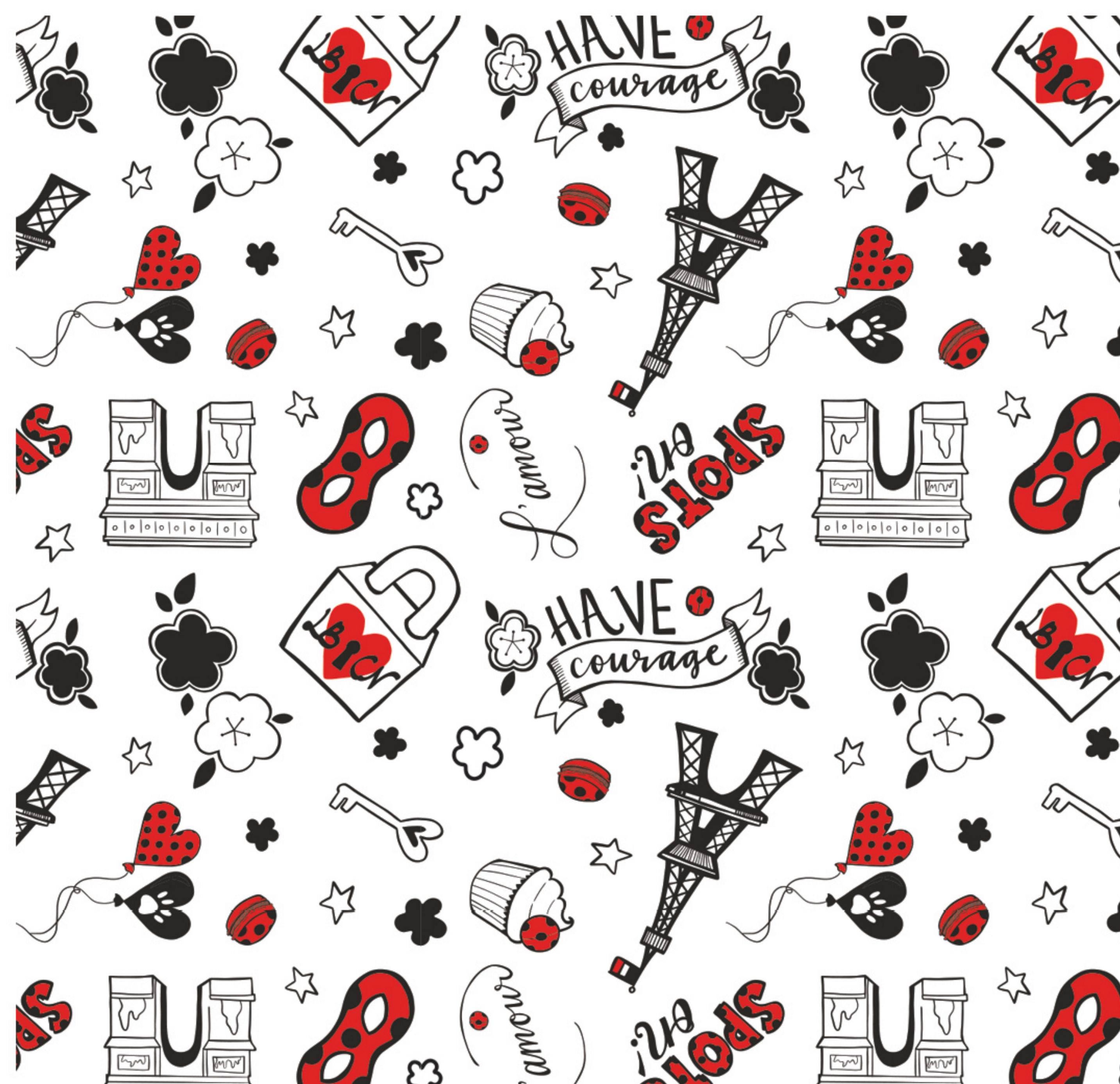
PLEASE NOTE:
THESE GRAPHICS USE POSE MIR_3D_QB_01.PSD
FROM THE MIRACULOUS CORE GUIDE.

PATTERNS



PATTERNS

LADYBUG



MIR_DOODLE_PATTERN_LB_01.ai



MIR_DOODLE_PATTERN_LB_02.ai

PLEASE NOTE:
ICONS USED IN PATTERNS SHOULD NOT INCLUDE SHADING

PATTERNS

CAT NOIR



MIR_DOODLE_PATTERN_CN_01.ai



MIR_DOODLE_PATTERN_CN_02.ai

PLEASE NOTE:
ICONS USED IN PATTERNS SHOULD NOT INCLUDE SHADING

PATTERNS

MARINETTE



MIR_DOODLE_PATTERN_MA_01.ai



MIR_DOODLE_PATTERN_MA_02.ai

PLEASE NOTE:
ICONS USED IN PATTERNS SHOULD NOT INCLUDE SHADING

EDITORIAL



MIR_DOODLE_PATTERN_ED_01.ai



MIR_DOODLE_PATTERN_ED_02.ai

PLEASE NOTE:

ICONS USED IN PATTERNS SHOULD NOT INCLUDE SHADING

BORDERS



BORDERS

MIRACULOUS GIRLS



MIR_DOODLE_BORDER_MG_01.ai



MIR_DOODLE_BORDER_MG_02.ai

BORDERS

LADYBUG



MIR_DOODLE_BORDER_LB_01.ai



MIR_DOODLE_BORDER_LB_02.ai

BORDERS

CAT NOIR



MIR_DOODLE_BORDER_CN_01.ai



MIR_DOODLE_BORDER_CN_02.ai

BORDERS

EDITORIAL



MIR_DOODLE_BORDER_ED_01.ai



MIR_DOODLE_BORDER_ED_02.ai

PLEASE NOTE:

THE TWO BORDERS BELOW READ RIGHT-SIDE UP **AND** LEFT-SIDE UP



MIR_DOODLE_BORDER_ED_03.ai



MIR_DOODLE_BORDER_ED_04.ai

PRODUCT APPLICATION



PRODUCT APPLICATION

LADYBUG



PRODUCT APPLICATION

CAT NOIR



PRODUCT APPLICATION

MARINETTE



EMBROIDERED PATCHES



LOGO BRANDING



LOGO BRANDING

LOGO OVERVIEW & USAGE

- UMBERELLA BRAND
- SERIES TITLE & TRADEMARK
- SERIES THEME
- TV SERIES OPENING SEQUENCE
- ZAG HEROEZ™
- MIRACULOUS™
- Tales of Ladybug & Cat Noir
- MIRACULOUS™ - Tales of Ladybug & Cat Noir

MIRACULOUS LOGO USAGE GUIDELINES on Packaging, Promo, Digital, Product, OnAir

- Always use #1 stacked format below with smaller scale centrally placed ZAG HEROEZ unless there is a legal reason or it's aesthetically impossible.

- The Miraculous logo should always be the most prominent and largest read of any written callout; the product name should be scaled smaller than the brand logo.

1) ZAG HEROEZ - MIRACULOUS™ (Center the Zag Heroez logo block on top of the Miraculous logo). Zag Heroez block can be placed in another location if necessary for formatting.)

2) MIRACULOUS™

3) MIRACULOUS™ - Tales of Ladybug & Cat Noir (mostly for broadcasters, publishers)

Licensee shall place the official logos and legal lines ™ & copyright © notice of property on each of the products and its packaging, boxes, covers, tags, labels, etc.

1. (3) different color logos may be used; select color/styling for best design composition
2. The white logo with a black key line is predominantly for "packaging"
3. The flat or rendered logo may be used depending on design-rendered; 3D is preferred
4. Only if space is limited, ZAG HEROEZ can be placed separately from MIR logo on packaging
5. "Product design" may use the "Miraculous" logo solo, but the ZH version is highly recommended
6. For press releases - appear in these two ways
 1. ZAG HEROEZ - MIRACULOUS® - Tales of Ladybug & Cat Noir - (Referring to TV Series)
 2. MIRACULOUS™ - Referring to the brand, use ZAG HEROEZ at least once or twice and ™ at least once at the beginning of the release)

OFFICIAL COPYRIGHT & TM to Appear on All Product, Packaging & Promo inc. Digital and TV

The copyright year should be the release date of the product.

MAIN COPYRIGHT & TM LEGAL LINE

Miraculous™ is a trademark of ZAG™ - Method™
© 2018 ZAGTOON™ - METHOD ANIMATION™ - TOEI ANIMATION
- SAMG - SK BROADBAND - AB INTERNATIONAL - DE AGOSTINI
EDITORE S.p. A. ALL RIGHTS RESERVED.

OR

Miraculous™ is a trademark of ZAG™ - Method™
© 2018 ZAGTOON™ - Method™ - All Rights Reserved.

Space Prohibitive:

- © 2018 ZAGTOON™ - Method™ - All Rights Reserved.

Extremely Limited Space Version:

- © 2018 ZAGTOON™

ZAG COMPANY LOGO

USE ZAG logo in front of, on the left or adjacent to the official copyright and TM line above. Please use the black or grey version of the logo whenever possible.

LOGO BRANDING



MIR_ZH_LOGO_BLACK



MIR_ZH_LOGO_WHITE

PLEASE NOTE:
ALL LOGOS WITHOUT A FILE EXTENSION ARE SUPPLIED
IN BOTH VECTOR AND PHOTOSHOP.

LOGO BRANDING



MIR_ZH_MIR_PACKAGING_LOGO_LB.psd



MIR_ZH_MIR_LOGO_FLAT_BLACK

PLEASE NOTE:
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IN BOTH VECTOR AND PHOTOSHOP.

LOGO BRANDING

ZAG®

MIR_ZAG_LOGO_BLACK

ZAG®

MIR_ZAG_LOGO_GREY

ZAG®

MIR_ZAG_LOGO_WHITE

PLEASE NOTE:
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IN BOTH VECTOR AND PHOTOSHOP.

ZAG